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Modern Merchant
AND
Grocery World

Published every Monday.

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ELTON J. BUCKLEY,
Editor.
GEORGE B. KELLER,
Associate Editor.
DAVID EZEKIEL,
Advertising Manager.

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Another Set of Grocers Start Co-operative Advertising

Toronto Organized Grocers Will Use Large Weekly Advertisements Under the Name "Associated Advertising Grocers." Prices Quoted are Mostly Cut. Reproduction of First Advertisement.

The grocer members of the Toronto (Ont.) Retail Merchants' Association have started the same co-operative advertising which the merchants of several other large cities are doing, notably those of Philadelphia and Washington. Their first advertisement appeared last week and filled a space 17 inches long by 8½ inches wide. A reduced reproduction appears in connection with this article:—

Associated Advertising Grocers

MESSAGE TO THE PEOPLE

Realizing that the best way to inform the local householder of the values to be obtained from your local grocer, the undersigned have contracted for regular space in THE STAR. Each Thursday there will be published a partial list of the offerings for FRIDAYS and SATURDAYS. If readers will watch this space regularly they will find many opportunities for economies in buying. You will get splendid values, prompt service, personal attention, and goods of guaranteed quality. For every dollar spent with the local grocer, you will get full value, and will be contributing to the success of local enterprise and furthering our mutual interests. Nothing advertised will fall short of the claims made for it. Money will be cheerfully refunded on any purchase that is not entirely satisfactory.

Deliveries prompt and all goods positively guaranteed Remember that every dollar spent with the local grocer means the up-building of local interests and substantial savings to you.

☛ You Can Always Depend Upon YOUR LOCAL GROCER

Friday and Saturday Specials

Seedless Raisins, regular 15c, 2 for	25c	H P Sauce per bottle	17c	No-Egg per lb	25c
Seeded Raisins, highest grade regular 15c package 2 for	25c	Roman Meal package	23c	Fancy Florida Grape Fruit Fresh, choice, and juicy Medium size, 6 for	25c
Currants, Cleaned Fine, 3 for	25c	Shredded Wheat, 2 for	25c	Extra large 4 for	25c
Currants, Cleaned Vostizzas 2 for	25c	Soaps — Surprise, Sunlight, Comfort, and Borax, all 6 for	25c	Corn Flakes, 3 for	25c
Cooking Figs, 3 lbs.	25c	Lux, 3 for	25c	2 lb. Jars Sherriff Marmalade, each	25c
Sweet Cider per gallon	35c	Panshine, Diamond Cleanser, Old Dutch, 3 for	25c	1-lb. tins Horse Shoe or Clover Leaf Salmon	15c
Mixed Peel per lb	18c				

☛ Telephone Orders Promptly Attended To Any of These Stores

NAME	STREET	TELEPHONE
J. S. Bond,	220 Gerrard St.,	Main 1315
S. Bone,	195 Avenue Road,	North 1759
J. Blood,	386 Huron (Cor. Sussex)	Col. 7200
Jerry Boras,	214 Wilton Ave.,	Main 307
E. S. Calder,	201 Wellesley,	North 8100
N. Carmichael,	1174 Yonge,	North 891
D. W. Clark,	248 Avenue Rd.,	Hi L 670
John C. Craig,	468 Spadina,	Col. 469
J. N. Caesar,	1410 Queen W.,	Park. 690
De Trafford & Cleverly,	493 Bloor St. W.	College 7600
R. Higgins & Son,	802-806 Yonge,	N. 5100
D. McLean,	299 Roncesvalles,	Park 788
W. J. Parks,	473 Bloor W.,	Col. 5600
Geo. Riley,	830 College St.,	Col. 3436
F. Simpson & Son	736 Yonge,	N. 5180
C. F. Thorne,	801 Euclid Ave.,	Col. 376

Associated Advertising Grocers

The cost to the grocers who join in this plan is only $3.75 per week, and those using it state that they obtain direct results. The advertisement will be run every Thursday. The prices, as can be seen, are mostly cut prices.

Hereto we append the opinions of a number of the grocers who are members of the co-operative plan:

J. S. Bond—"I think it is serving its purpose of informing the public what we stand for and what we are prepared to do. We didn't expect any direct returns from it, but I must say we had a great many references to it from our customers. I certainly think it is a good thing."

Neil Carmichael—"We had a great many comments on the ad. We pasted a couple on the windows as in the big stores, and we stand behind the goods we sell. We had a great many references to it."

E. L. Cleverely—"Yes, we had several people refer to it. One party who formerly dealt with us, called up on the phone to say that she was glad she found our address again."

F. C. Higgins—"It is the best publicity we have ever had. We didn't expect, of course, a crush of people or anything like that, but the great number of comments on it showed us it has been well recognized. I am fully convinced that that one advertisement has done us more good than any advertising we ever did before."

D. McLean.—"While I only know of one or two sales made directly from the ad., I feel it is the very best of publicity."

C. F. Thorne—"The first sale I made last Friday morning was due to the advertisement and I have had dozens of references to it from customers, travelers and others in the trade. It is good publicity."

Consumers are Being Taught to Buy by the Case—Go Out for This Trade

A Sample of the Matter Which Women's Magazines are Printing Just Now. By Meeting It Half Way Retailers Can Make a Killing.

A general reader of the magazines and periodicals going chiefly to women must have been struck recently by the large amount of matter which many of them published about the same time, advising consumers to buy groceries in wholesale lots. There was no suggestion that the buying should be done over the retailer's head, but the point was that the consumer who buys by the dozen or the case gets lower prices than the one who sticks to a package or a can. So much of this matter is being printed now that the live retailer can get some good out of it by working up some of this kind of trade.

Before the writer is a reprint of a typical article along this line, which appears in the current number of "McCall's Magazine" under the head "The Housewife's Business—Buying Staple Groceries to Advantage." The reader hereof can get suggestions from the following extracts:—

Too many housekeepers are afflicted with the "small quantity" and the "last-minute" habits. The size of the income seldom has anything to do with this. Lack of forethought, lazy methods of shopping and carelessness are usually responsible. To a certain extent, lack of storage facilities contributes to bad habits. The smallest salary on which a family can live may be apportioned on the budget plan, and even the busiest mother can save money by knowing exactly what she wants to buy for use during any period, and by getting it at one time.

The secret lies in the knowing. To buy anything to advantage, you must know what you are getting, what the price ought to be and why it is a better article than something else.

* * *

If you want to save money buy canned goods by the case. In all grocery purchasing $10 in a lump sum buys more than would be represented by 100 10-cent items. It is an elementary axiom of trading that the larger the quantity ordered, the lower the price of the single article becomes; and, conversely, the smaller the quantity, the higher the relative cost. Look ahead for the winter and see how many cans of vegetables you will be likely to use. Purchase, if possible, in mixed cases, saving from 1 to 2 cents on every can, and buy at least one whole case of tomatoes if you use them. If these quantities seem too large, get a neighbor to share in the investment with you. The various fruits that come in tins are healthful and not expensive, and enable you to serve fruit as you should, every day all winter. In lacquered tins, acid fruits, like rhubarb, are perfectly safe. Canned pineapple is often cheaper than fresh, and unusually delicious for fruit salads.

* * *

Soap, as every woman knows, lasts longer after it is old and dry. Buying soap by the 100 cakes, therefore, is the best method, and your dealer is undoubtedly willing to give it to you that way with a slight reduction as he is saved the trouble of selling and delivering each cake separately. Cleansers are surprisingly cheap by the box.

Baking powder is one of the few things it does not pay to buy in bulk. It loses its properties with age. A pound can is large enough for the average household. Chocolate and cocoa are changed in appearance, though not in substance, if stale. It is better to buy them as needed. Flavoring extracts which are made with alcohol may be better, possibly, if purchased fresh; but one can at least make a saving by buying a four or eight-ounce bottle of vanilla instead of losing some of the liquid on the sides of several smaller bottles.

* * *

Fall and winter are the best seasons to buy in bulk. Flour, sugar, cereals and dried fruits, such as raisins, prunes, apricots, apples and peaches, will keep in cold weather for several months; but they have a tendency to develop weevil in hot weather. All these articles are better purchased in sealed cartons. With flour, much depends on the milling; certain names stand for purity, full weight and assurance that the nutritious part of the grain is not removed in the process.

Pure honey and maple syrup will keep indefinitely. Molasses is a winter syrup and is liable to fer-

ment in summer. Crackers in air-tight packages are supposed to keep crisp till the package is opened; but a month's supply at a time is a large enough quantity. If you make many jellied desserts and cornstarch puddings, do not fail to get dozen prices on gelatine and cornstarch. I have bought a splendid gelatine, retailed at 10 cents a box, for 90 cents a dozen.

There is a reduction if you buy five pounds of butter at a time. Other forms of shortening, such as lard, compound and the various vegetable fats, keep very well in five-pound lots. Cottonseed oil, which makes a delicious mayonnaise, comes in quart tins or by the case. Olive oil purchased by the quart or half-gallon tin is more economical than by the bottle.

The New York Letter

Interesting Description of Supposed Views of Philadelphia Wholesale Grocers on Sugar Brokers. Quaker Oats Co. to Defend Against Government Suit This Week. Chicago Meat Packers Behind Government Protest to England. Market Summary.

Speeial Correspondenee of "Modern Merehant and Grocery World."

New York, Dec. 31, 1914.

Much surprise has been expressed here during the week over a publication appearing in the "Journal of Commerce" on Wednesday, setting forth that the Philadelphia wholesale grocery trade was supposed to believe that the sugar broker was an "unnecessary bit of economic waste." The article is worth reproducing:—

Philadelphia wholesale grocery interests are credited with the statement that the sugar broker has come to be regarded by many large dealers in sugar as an unnecessary bit of "economic waste." It is alleged that in some instances the refiners have failed to observe in form and substance the traditions of the trade as to the payment of brokerage and have been willing to give it to the customer as an inducement for the exclusive privilege of the customer's business.

Factors in the local sugar trade who were questioned as to their views of the discussion, made strenuous denial yesterday of the statement that 25 years ago and even more recently attempts were made by "such master minds" as the "Havemeyers" to bring about the elimination of the broker, but without success. Mr. Havemeyer, it was declared, was one of the strongest advocates of the sugar brokers.

While there is no sympathy with the Philadelphia discussion on the sugar broker, discernible in local circles, there is nevertheless one important change in the trade practices of the wholesale selling factors here, now pending. It is expected that, with the beginning of the new year, at least three of the leading refiners will divert from the old existing practice of accepting brokers' memorandums of sales to buyers with whom they have made contracts, by causing the buyer to sign a contract direct for such purchases from the refiner.

* * *

Testimony will be presented by the Quaker Oats Co. in this city, beginning January 5th, in answer to the Government's anti-trust suit.

* * *

It has developed during the week that the principal factors of the United States Government's protest to England, on account of interference by that country in shipments of merchandise from our ports, were the big Chicago meat packers. There is information that the shipments of all food supplies handled by Chicago packers and consigned to European points have stopped entirely within the last six weeks because of the seizure of cargoes by Great Britain. Packers say that their commerce with Europe has been driven from the seas and cannot resume until England gives satisfactory assurances that interference will cease. Packers say that within the last six weeks twelve ships loaded with $5,350,000 worth of canned meats, lard and meat products have been seized on the seas by English vessels and taken into English ports. This they claim without the slightest warrant of law.

Summarized Market Conditions.

Tea quiet on account of the holidays. Bulk grades firm; greens comparatively easy.—Coffee heavy and dull. Prices on actual coffee in buyer's favor.—Raw sugar firm at a slight advance for the week. Refined quiet on a basis of 4.95 for granulated.—Canned tomatoes somewhat firmer, although without quotable advance. Corn, peas and other canned goods quiet and unchanged.—Salmon quiet and unchanged. Sardines steady to firm, but dull.—Dried fruits neglected, but prunes and apricots show moderate advancing tendency. Other dried fruits quiet and unchanged.—Wheat shows declining export demand. Market weaker.—Flour quiet but on rather a high priced basis.—Provisions dull and easy.

Recommend RUMFORD

The Wholesome Baking Powder

Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is, that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

"RECOMMEND RUMFORD"

Rumford Chemical Works, Providence, R. I.

VOGT'S PHILADELPHIA SCRAPPLE

A Favorite Delicacy in a New Form

VOGT'S Philadelphia Canned SCRAPPLE

LIBERTY BRAND Select Pork and Fancy Cornmeal

Packed hot in Sanitary cans containing 26 ounces net weight, of solid food, enough for six hungry people. Delightfully seasoned, full flavored and guaranteed to keep until used. Passed U. S. Government Inspection.

Send order either to your wholesaler or to us mentioning his name

$1.80 per Dozen—2 Dozen to case

FREIGHT PREPAID ON 5-CASE LOTS

We will be pleased to send you free a couple of sample cans for use in your own home to test it, on request.

Phone, Preston 4913

It may be prepared in many ways. This is one way—

Try fried Scrapple with boiled or poached eggs. This makes a savory combination.

F.G.VOGT & SONS INC. PHILADELPHIA

WITH THE EDITOR

What a crowd of slow boys these parcel post farmers are! Where one is alert and alive to his chances under the parcel post law, with the Government willing and ready to aid him at every turn, there are five who seem utterly indifferent. Readers hereof saw in last week's issue, published December 28th, a statement that of twelve letters sent out on December 17th to producers on the Government's parcel post list—all within a few hours of Philadelphia—but four had gotten a reply. These letters were business letters asking for prices on products which the Government said these people were willing and anxious to sell consumers by mail. Yet eight ignored them and still ignore them.

Slow Boys.

Perhaps these men will wake up some day, and be on the job, but until they do the retailer will lose but little of his trade to parcel post. Consumers have been taught to be in a hurry. They want all their orders delivered at once if not sooner, and they will have to be educated to wait for the slow processes of parcel post. Every producer who neglects to answer letters drives two nails in the coffin of parcel post, particularly when, if he finally does answer it he quotes higher prices than the regular stores.

The Sperry & Hutchinson Co., the green trading stamp people, have raised a most interesting question in the courts of Rochester, N. Y. It is the right of members of a merchants' association to agree to stop distributing trading stamps at a certain date. The S. & H. Co. have filed information against the Polish Grocers' Association of Rochester, N. Y., charging conspiracy. The conspiracy lies in an agreement which the twenty-nine members of the association made to discontinue using trading stamps on a certain date. Two smaller stamp concerns are acting with the S. & H. Co., as all suffer alike from the agreement.

An Interesting Trading Stamp Case.

Of the twenty-nine members, seventeen had contracts with the S. & H. Co., ten with the Gold Bond Co. and two with the Home Furniture Co. of Rochester.

As to conspiracy, the writer's prediction is that this case will fail. Any number of merchants can agree among themselves not to use premiums or trading stamps. There is no law against it, and public policy is not against it, since the public is not entitled to premiums and is therefore deprived of nothing that belongs to it when its premiums are taken away.

But on another ground the suit may succeed. Evidently one trading stamp company or another had all these twenty-nine merchants tied up with contracts, which apparently have some time to run. One party to a contract, even a trading stamp contract, cannot legally withdraw from it without laying himself open to damages. It is also fundamental that an outsider cannot induce one party to a contract to break it without making *himself* liable to the payment of damages. When A, who has a contract, let us say, with the S. & H. Co. agrees to break it if B will break his with the Gold Bond Co., then it is a grave question whether both have not illegally interfered with the contract of the other.

These Rochester merchants should have waited until their contracts were out.

The "Modern Merchant and Grocery World" is constrained to raise its voice in defense of the manufacturer who sells something packed under a brand, which because he does not Nationally advertise it, is often spoken of as an "unknown" brand. Such a manufacturer may sometimes be justly open to criticism, but not on the ground set forth in the following extract from "McCall's Magazine":—

Mean and Unfair.

> Once in a while a can of moldy beans or copper colored peas finds its way to a kitchen. It is probably a back yard of cellar article, made and sold under cover—sneaked on the market, so to speak. It trades on the "just-as-good-as" delusion, and copies the label and appearance of a better brand. It is never the product of a well-known firm. Big firms want you to like their canned beans, and to ask for more of the same kind.

This is untrue and a bit mean. The manufacturers who pack "unknown" brands are not fools. We believe there is not a manufacturer in existence who deliberately and intentionally packs bad stuff. Perhaps there was once, but the time has gone by. Food laws and labeling laws have helped bring about the change, but the main reason is the tremendous growth of competition. The manufacturer who packed that kind of stuff to-day would be a back number in no time. He would never get anywhere. Consumers would not buy his goods the second time, and for that reason retailers and jobbers would not buy them either. He would go to pieces so quickly that he would never know he had been in business.

That is why it is a bit unkind to speak so savagely of brands other than those which are Nationally advertised. They may not be as good as the latter, which are usually the best in the world, but we contend that they are honestly packed and sold in just as good faith as any brands.

The writer hasn't a great deal of confidence in good resolutions—*uniform* carefulness in conduct is better—though it may be admitted that spasms of righteousness, both in business and in private, are better than none.

Good Resolutions For 1915.

Some men, however, insist on adopting a new set of resolutions at the first of every year. It is a sort of sacred rite with them and they would not feel that they had begun the new year auspiciously if they did not do it. Keeping the resolutions with them seems to be secondary to making them.

If there are any such men among the readers of this paper, the writer suggests the folowing resolutions as good ones to make—and keep—for 1915:—

If I am on the outs with a competitor, in a business way, over some foolish groundless reason, I will go to him at the first opportunity, and have it out and over with him.

I will never sign an order merely to get rid of a salesman, and every order I sign I will religiously take.

I will never make a business promise to anybody, jobber, salesman or customer, without doing my utmost to keep it, and if I cannot keep it, without going to the man I made it to, at the time I was to keep it, and explaining why.

I will try to remember that in every business transaction there are two persons, and the other person has his rights just as I have mine.

I will not blame on "business conditions" the result of my own sloth.

I will remember that clerks are human beings with feelings, and that it is cowardly to attack one unfairly, or excessively, knowing that his position prevents him from coming back at me.

If there is an association in my town I will join it and work for it, no matter whether I like the president or not, remembering that what helps trade conditions in my town helps me and helps my town.

Thousands of merchants religiously keep all these resolutions every day in the year. Other thousands keep them most of the days of the year, but some never keep them at all. Some of the latter are successful, too. It is respectfully suggested that the merchant who will follow these resolutions need not fear to look anybody in the face.

To people who believe in business efficiency and keeping up to date, it is a never-ending cause for wonder that the United States Government is so eternally slow in getting around to things, especially to the report of cases disposed of under the Federal Food and Drugs Act. We have received from the Government within the last few days the latest supplemental report of cases tried or disposed of. In it appears reports of the following cases. Note the dates:—

Ridiculous and Unfair.

Misbranding of apples, ended December 9, 1913.

Misbranding of macaroni, ended February 9, 1914.

Adulteration, etc., of butter, ended December 8, 1913.

Adulteration, etc., of vinegar, ended June 10, 1910.

Adulteration of lemon extract, ended February 6, 1914.

Adulteration of cider, ended November 13, 1913.

Adulteration of olive oil, ended April 3, 1912.

Adulteration of oil of cinnamon, ended October 14, 1913.

Adulteration of egg color, ended September 16, 1913.

Misbranding of vodka, ended October 22, 1912.

When the Government successfully brings prosecution for an offense under the Federal Food and Drugs Law, the object of the provision in the act requiring publication of the facts is that the public shall be warned against these goods which have been found illegal. Warning them a year or two afterward turns the law into a roaring farce. Not only that, but it is most unfair to manufacturers who have probably reformed, so to speak, to publish their past misdeeds long after they have lived them down.

Why cannot the Government do things like an efficient business house?

Contributed.

1914 Not a Bad Grocery Year.

Well Known Wholesale Grocer Describes Course of Year on Staple Prices. Most Things are Cheaper Than a Year Ago.

The year just closed has been an eventful one in many ways. Although depression existed among many lines, the general grocery business suffered but little. The year opened with what was supposed to be fairly low prices and for several months continued with ordinary fluctuations incidental to trade conditions, when, as we all know, with the outbreak of the European war in the early part of August, prices changed rapidly on many articles so that it was impossible for weeks to keep posted from hour to hour and day to day. The loss by the war to merchants on the Pacific Coast who deal in dried fruits must have been very considerable, although the recent advances have helped them some, as they had made contracts with their European customers for thousands of tons of prunes, apricots and peaches, which were countermanded, after which prices on those articles declined from 2 to 4 cents per pound.

Although most articles of food showed a greater or less advance and decline during the August excitement, that of raw sugar is the most remarkable, for from the 30th of July to August 10th the raw sugar market rose from 2.28 to 5.50 ex duty, an advance of 3.22 per pound, or over 100 per cent., and to show there was little or no basis for such an advance it declined to 2.44 by November 5th. With few

The Profit in the WRIGLEY Package

¶ Nothing pays you a profit until you sell it. Wrigley's is already sold before you buy it—sold by one of the heaviest consumer advertising campaigns in in the world.

¶ Into the WRIGLEY package we put the best gum that can be made—behind each package we put a silent, consumer ad. salesman. The sales are sure, the profits certain—and that is our idea of real co-operation with our distributors—the Retail Merchants.

THE PENNSYLVANIA PLAN

is a new idea in co-operation—Pennsylvania merchants enthusiastic distributors. We are working to make a bigger demand for WRIGLEY'S in Pennsylvania than ever before. If the merchants will link their efforts more closely to our advertising—display

WRIGLEY'S SPEARMINT AND WRIGLEY'S DOUBLEMINT DOUBLE STRENGTH

where every one will see it—their increased interest added to our increased efforts should double the sale of WRIGLEY'S—and that means more than double profit to our distributors.

Each package has a United Profit-Sharing Coupon for the consumer and each box has a 5-Coupon Certificate for you, Mr. Dealer

W. Wrigley Jr. Co.
CHICAGO

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY OUR PROFIT

SAY TO YOUR CUSTOMERS

"WRIGLEY'S is double strength—double wrapped and sealed to preserve its freshness and flavor—and every package contains a coupon good for valuable presents."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

exceptions prices to-day on other articles are as low now as they were before the war started. A comparison with prices one year ago show that sugar, marrow and medium beans are now higher, lima beans the same, while the following staples are lower: prunes averaging 1 cent per pound, although crop is very small; tomatoes, 10 cents a dozen; corn, 5 to 20 cents a dozen; peas, 5 to 30 cents a dozen; raisins, ½ cent per pound; peaches, 2 cents per pound; apricots, 2 to 4 cents per pound; canned fruit, 20 to 40 cents a dozen; mackerel, $2 to $6 a barrel, and coffee, 2 to 4 cents per pound.

The outlook for most manufactured products together with railroad earnings has very much improved in the past month, so that the buying capacity of the wage earners will be largely increased. This with the very low prices named above should be an indication of a prosperous year.

FRANK HALPEN,
Halpen, Green & Co.
Philadelphia, Pa., Dec. 30, 1914.

The Proper Care of Perishable Food Products by the Retailer

The National Wholesale Grocers' Association of the United States has prepared and is issuing to the retail trade some extremely useful matter under the above heading, the point being to supply some practical directions by which spoilage in the retail store may be reduced as much as possible. From time to time the "Modern Merchant and Grocery World" will publish brief extracts from this matter.

No. 2. Care of Baking Powder, Bottled Goods and Candy.

BAKING POWDER.

Contrary to the general belief baking powder will deteriorate with age, as the gas strength in the powder loses a portion of its power in a few months. For this reason it is better not to carry it in stock too long.

BOTTLED GOODS.

Bottled goods, and all goods with a water basis, will freeze if care is not taken to protect them during cold weather. Freezing will injure many of these products and cause the bottles to break.

In placing bottled goods upon the shelf, do not remove the outside paper or wrapper from more than a very few of the bottles. These wrappers are placed there not only to keep the labels clean, but also to protect the products from light, which will cause material deterioration in time.

CANDY.

Little difficulty is experienced with candy in the winter months. In the summer, however, candies require special care. Chocolates should be kept in a cool, dry place, and in the original packages as far as possible. Otherwise the cocoa butter will melt and come to the surface of the chocolates, giving them a greyish moldy appearance. Hard candies, such as stick candies, butter cups, kisses, etc., should be kept displayed in tin or glass, protected from the air; original packages should be stored in a cool place.

Pan work, such as jelly beans, imperials, etc., require little attention, except to keep in a dry place. Warm weather has very little effect upon them. Crystalized candies, such as cream bon bons and mixtures, are also good keepers at all times, as the crystalizing seals the piece and protects it against atmospheric conditions.

All nut candies are extremely perishable during the summer months, and if handled at all should not be carried in stock any length of time. All candies should be fully protected from the sun.

All hard candies are apt to become sticky in the summer months. In such cases the candy should be spread out and sprinkled liberally with granulated sugar. This does not add to the appearance, but it will prevent the candy from becoming sticky again, and will often protect the merchant from a serious loss.

Chicago Jobbers to Have an Adjustment Bureau.

To further improve working conditions existing between the wholesale grocers of Chicago and their customers, the Chicago Wholesale Grocers' Exchange has under discussion the establishment of an Adjustment Bureau. The exchange, which numbers among its members practically all of the Chicago wholesale grocers, recently extended the scope of its credit rating department by taking in the packers and butter and egg men who sell direct to the retail grocers. The function of the proposed Adjustment Bureau, as the title indicates, is to prevent wherever it is possible the liquidation of a retailer's business when he is threatened with destruction because of financial difficulties.

CORRESPONDENCE.

As to Credit Registers.

Scottsville, N. Y., Dec. 23, 1914.

To the Editor.

Dear Sir:—We have a McCaskey account register, but have no safe to put it in. We have been thinking of getting a fireproof Keith register. Would you advise making the change or getting a safe for the McCaskey? Is the Keith fireproof? We like the system. Kindly let me hear from you.

Yours truly, DUNN BROS.

We strongly advise this correspondent to get a safe for his McCaskey register and continue using it rather than make the change he suggests.

* * *

To Buy a Paper Cutter.

Greenwood, Del., Dec. 23, 1914.

To the Editor.

Dear Sir:—Will you please let me know if you can where I can get paper cutters to hold rolls of wrapping paper, those which sit on end, stand upright? Where can I get them at wholesale, also do this kind give satisfaction? If so, they look like a good thing to me.

Thanking you in advance,
Yours truly, W. E. JONES.

Garrett-Buchanan Co., 18 S. Sixth street, Philadelphia, sell these. They appear to be perfectly satisfactory.

Frozen Condensed Milk.

Freeland, Pa., Dec. 24, 1914.

To the Editor.

Dear Sir:—I received 10 cases of condensed milk and 10 evaporated milk this week from a certain jobber and it was on the way two weeks and it came frozen stiff. Does it hurt the milk when it freezes once and then is thawed again?

Will you please let me know at once?

Hoping to hear from you, I remain,
Yours truly,
FRANK HAYNE.

This milk ought to be just about as good after it thaws as it was in the beginning.

* * *

Valentines on Commission.

Adamstown, Pa., Dec. 28, 1914.

To the Editor.

Dear Sir:—Do you know of any firm outside of the Chicago or any Western States who sells or puts out valentines on commission?

Thanking you, I remain,
Yours truly,
H. F. SNADER & Co.

Get in touch with O. S. Bunnell, 30 N. Seventh street, Philadelphia.

* * *

Dry Goods and Shoe Papers.

Liberty, Pa., Dec. 23, 1914.

To the Editor.

Dear Sir:—I would like to know where I can procure a good periodical pertaining to dry goods, notions, boots, shoes, etc. If you can give me information it will be favorably received.

Yours truly,
F. C. ROUPP.

"Dry Goods Economist," New York City; "Shoe and Leather Reporter," 166 Essex street, Boston, Mass.

The Grocery Markets

Tea.

The tea market shows no change for the week, and will show none until the holidays are over and business has settled down again. Ceylons are steady to firm, with a good demand. Other lines are quiet and unchanged.

Coffee.

Coffee has been dull during the week, and a bit weak. Unfavorable advices from Brazil depressed the market somewhat, and the feeling is not sanguine as to anything in the coffee line. All grades of Rio and Santos are quiet and unchanged and milds are also. Java and Mocha unchanged and quiet.

Sugar.

The sugar market is unchanged from last week, but with a somewhat firmer tone. Raws are quoted at 4.01 cents, and granulated nominally at 4.95 cents, although some of the refiners may occasionally sell at 4.85 cents. The increased firmness is due to the lateness of the season in Cuba. So far but about one quarter of the raw sugar produced last year has been produced, and this condition is aggravated by the fact that England bought considerable sugar for January shipment and is waiting for all she can get. This makes new crop Cuban raws scarce in this country. It does not look like an advance at present, however. The consumptive demand is fair.

Syrup and Molasses.

Glucose advanced 10 points during the week and both tinned and bulk compound syrup went up slightly with it. Sugar syrup and molasses are unchanged and quiet.

Fish.

Fish is neglected. The demand for Irish and Norway mackerel is very quiet and will be until after the first of the year. Prices show no important change. Cod, hake and haddock are unchanged and quiet. Domestic and imported sardines unchanged on former steady to firm basis. Salmon unchanged and only moderately active.

Canned Goods.

Prices on tomatoes unchanged; market steady; demand quiet. Seasonable demand for corn and peas, at unchanged prices. Apples continue cheap and

rather depressed; demand quiet. California canned goods very dull from first hands. Demand fair among the jobbers. Small Eastern staple canned goods are unchanged on last week's basis; demand quiet. After the usual dull holiday season, greater activity is expected. The outlook is bright for 1915.

Beans and Peas.

Pea beans are rather strong, due to heavy foreign demand and small stocks in Eastern markets. Pea beans have advanced slightly by reason of scarcity. Marrows about the same as last week; moderate demand. California limas unchanged and in fair demand. The market on green and Scotch peas strong and high; moderate demand.

Dried Fruits.

Prunes continue quiet and unchanged. Peaches and apricots unchanged; demand quiet. A further advance of ¼ cent on raisins, to take effect the first of January, has not materially increased the present demand. Currants quiet and unchanged. Figs and dates in good demand; market firm. Citron steady, at ruling prices. Greater activity expected in all lines after the usual dull holiday season.

Butter.

The receipts of fresh butter are very light. The market is very firm on the present basis of quotations and there is likely to be an advance of about 1 cent per pound in the very near future. Considerable butter is being withdrawn from cold storage and the market on all grades is firm.

Eggs.

Fresh eggs continue to be very scarce; receipts very light and the market very firm on the present basis of quotations. No further advance is expected at the present time. There is likely to be an increase in the production early in January, which will slightly reduce prices after that time. Storage eggs are in ample supply, with a modcrate demand and unchanged prices.

Cheese.

The demand for cheese is about normal for the season. Stocks about as usual. The market is steady on the present basis of quotations and no change is expected in price in the near future. The receipts of under-grade cheese are also light, and selling proportionately lower than the fine goods.

Provisions.

Everything in the smoked meat line remains steady and at unchanged prices, with a moderate demand. Pure and compound lard are firm, with prices ranging the same as last week, with a fair consumptive demand. Dried beef, barreled pork and canned meats are dull; very light demand at prices ranging the same as last week.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

MAZOLA

Made from Corn

ARGO Starch — **KINGSFORD'S** Corn Starch — **KARO** Syrup

And Now MAZOLA The Superior Salad Oil

Pressed from Indian corn and refined. Another pure corn product which is a money saver for every housewife and therefore

A MONEY MAKER FOR YOU

Mazola not only makes delicious, appetizing salads and sauces but it is more wholesome and economical than Butter, Lard or any substitute for shortening and deep fat frying. It meets every household requirement.

Why not make the most out of your oil trade? You'll sell more **Mazola** than you have ever sold of any other oil because everybody likes the taste and can *afford* to buy and use it.

Trial size, glass bottles, 5½ ounces net weight, also packed in 2-lb. and 8-lb. tins.

Corn Products Refining Company
NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO CUSTOMERS

"MAZOLA is better than butter or fat for frying because it can be heated to a high temperature without burning."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Dry Goods—Notions—Knit Wear

Revision in Prices Stimulating Business.

The weekly review of the John V. Farwell Co., Chicago, says, after commending the 5 per cent. increase in freight rates, says: "Revision of percale prices is stimulating business on these lines. Customers are requesting at once shipment on wash goods bought for later delivery. The price on staple ginghams will be maintained for January, February and March deliveries. The sharp demand for wool coverts, together with the breaking away from the old standard shades by introducing apple greens, battleship grays, putty and sand shades, has put additional life into the wool dress goods business. Cutters are paying premiums to secure merchandise of this kind for immediate delivery.

"The prospects of the summer season being one of travel for American tourists is beginning to be manifested in the free buying of coverts and similar cloths. No doubt this demand is largely influenced by the durability and dust-proof features of these fabrics. Striking effects in black and whites are also attracting attention at present. Everything in vigoureux weaves are active and the trade is getting away from the gray, going into the tan and beige colors. American manufacturers are introducing many light-weight fabrics, formerly secured in France and Germany, showing that they are making a strong fight to secure and hold the manufacturing fabrics formerly imported from foreign countries."

Marshall Field & Co. in their review of the dry goods trade for the past week say: "Wholesale business has shown an improvement both in road sales and mail orders during the present week, indicating that retail business throughout the country is on a much-improved basis. Ideal weather conditions have undoubtedly played an important part in this improvement. Retail business for the week in Chicago has broken all selling records for this season of the year."

—

Reduce Selling Cost of Notions.

On the proper and profitable management of the notions account much may be said. That this department should be closely watched is a superfluous comment, but nevertheless true. Good service is just as essential to a successful business in the notions and small wares department as it is to any department in the store, regardless of the amount of business, and how it can be secured without making its cost prohibitive is a problem that besets many merchants.

Just as much time is frequently consumed in the making of a sale that totals 10 cents, says the "Twin City Commercial Bulletin," as in one that amounts to perhaps a hundred times as much, yet it is just as important that the 10-cent customer be as efficiently and satisfactorily served as when the larger amount is in question. In totaling the entire business of the establishment the small cost of selling the more expensive articles makes up in a large measure for the larger percentage of cost in the selling of the cheaper articles.

Of course, in a measure, one transaction balances the other, but to the merchant gifted with keen business acumen, something more than this balancing proceeding is needed, as the whole proceeding appears to be anomalous. Therefore, he is apt to seek ways and means of keeping the time cost proportionate. To accomplish this it is absolutely necessary to reduce to the smallest limit the expenditure of time and effort consumed in making the sale of low-priced articles. This does not mean to imply that expert or competent salesmanship is not required, but that every possible plan that will reduce the charge of selling without neglecting the customer should be tried out.

—

Prices Advancing Sharply Along the Entire Line.

As compared with a year ago, blue flannels have advanced 15 cents a yard. Fancy overcoatings have also been increased 10 per cent. over last year's quotations, and are expected to go higher when the formal pricing is announced by the mills and the jobbers. Buying between the holidays was altogether of the emergency order in all lines; and it is evident higher prices will figure when the orders for spring deliveries are placed for dress materials, silks, cottons, woollens, blankets, quilts and dry goods generally. Everybody is looking forward to a decided betterment in the retail line.

Hardware Tools Specialties

A New Angle on the Retail Mail Order Selling. What the Hardware Man Should Realize.

As is well known, the hardware dealer is about as hard hit by the retail mail order house as any line of business. Quite a little advice has been handed the merchant in the small town and rural communities how to combat his hereditary foe. After all is said and done it remains for the merchant himself to meet this opposition, and the more energetic and resourceful he is, the easier will this great obstacle be overcome, in some measure at least. The conviction is becoming more general among dealers, particularly among the better class merchants carrying hardware stock, that the retail catalogue house is not such a very serious menace to the trade as many have considered it in the past, says the "Southern Merchant." Also the impression is gaining strength that the old argument against catalogue houses of inferior hardware hardly will suffice any more as a good reason to allege for refusing to trade with them.

Concerns whose trade has increased as has that of the catalogue houses cannot persistently and continually delude their customers and everlastingly stick them with goods that are below the grades and quality represented. People are not such condemned fools as all that. Furthermore, the kind and degree of service the catalogue houses are giving in these days are much better than they used to be. This is a new angle from which to regard these mammoth concerns. It may very well be that in every case the goods do not come up quite to the pictures which are printed of them in the catalogue; and it very well may be that many times the catalogue houses promise service that cannot be rendered in strict accordance with the representations. Admitting all that, they manage still to hold onto most of their old trade and constantly adding new. It is facts like these which are bringing about a new theory of attack upon the part of the general merchant with a hardware stock, and which are forcing him to improve his own service so that it will surpass anything the catalogue houses possibly can do in that direction.

It is a fact that catalogue houses do sell for less money goods which come into actual competition with the general merchant. It is a fact, too, that most of these goods are worth all the catalogue houses ask for them. Sometimes they will compare very favorably in quality and working abilities with the goods the average small town and country general store sells. But when it comes to the convenience of the near-by hardware stock, the celerity of service and the quality of the service, the merchant has the catalogue houses beaten so far that any difference in the price in favor of the catalogue house is

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Get Below the Label.—We believe that more sales of desirable goods would be made if young men resolved to get below the label.

You can sell more Maine corn than Maryland corn when you know by test their comparative qualities.

* * *

We believe that a surer business can be built on a salesman's knowledge of good goods and his desire to push them than the practice of starting people with low prices and allowing them to discover equally low quality.

For, after all, the dining table is the final answer and no low price will sufficiently counteract the effect of soaked peas, rank coffee or a tough, dry slice of ham. Dad says, "These people carry bum stuff." Dad's opinion goes. Therefore you are an inefficient information bureau.

* * *

"This 10-cent succotash," said the salesman, "is just as good as the average 15-cent kind." But what did she find? She found the lima beans great big things, she didn't like the taste of the corn and the contents were watery-like. This is an example of blundering clerkship. He didn't size his customer up properly.

* * *

It would be absurd—almost dishonest—to talk 20-cent peas or extras in canned fruit to the man in overalls, and it would be equally absurd, as well as disastrous, to recommend 12-cent peas and No. 3 unsweetened pears to the automobile customer.

* * *

So that as well as getting below the label and being able to describe its contents you've to get behind the customer, so to speak, and sell the goods that appeal to her taste and her purse.

* * *

He'd Like to Go Back—Said a faithful clerk one day. "There's too many frills to the business; I'd like to go back to the good, old, plain way of doing things."

Plain enough they were, good men, but for the general good of American youth you'll never see your favorite days repeated. With all the modern chain stores and all the scientic methods and splendid system of doing business in our line in 1914, a fellow's business chances for getting ahead are far better than the best years of the '80s.

* * *

The trouble lies with us; and let me tell you the principal factors of this "trouble" are the outside attractions. Fun is good. Recreation is good, but when you make it so dominant in your life that the love of your job plays second fiddle, there may come a time when there won't be even a second fiddle to play.

* * *

Moral:—Prepare yourself for the next step upward.

far more than compensated or offset by what the general merchant is willing and able to do for his customers; providing he is a modern, progressive man and knows his hardware stock from nails to hatchets and the whole line.

The dealer who will forget the price, the relative quality and all the other things which he has been in the habit of talking about when he has been in competition with the mail order concern, and who will concentrate his attention and the attention of his customers upon his service, will find he will have the most effective argument he ever used. Also it is time to quit harping as a store proposition upon the duty a man owes to his community and that that duty says he shall trade at home whether or not.

The farmer or the mechanic or the householder is not going to consider his duty very long when he finds he can buy hardware cheaper elsewhere, and hardly can he be blamed for that attitude. It is all right in principle to exalt the community idea and to enlist the co-operation of every man in and near that community in upbuilding it and in supporting its institutions, but there are ways and means of getting at that idea that are better than by using them as a store argument. It is easy to foster a community spirit through organization that will have merely an indirect and incidental application to the immediate business interests of the community, and whenever it is possible to enhance community spirit by such indirect methods it is better, more dignified and is not nearly so likely to lead to a misunderstanding of the motives which lie behind the effort.

—

U. S. A. Hardware Going Abroad.

A Philadelphia hardware manufacturer is shipping to England, for the allies, a bayonet in the form of a small spade or trowel. The device is attached to the muzzle of a rifle at right angles with the barrel. It points upward and a hole is punched into it, through which a marksman may "sight" a foe. When not in service as a bayonet, it may be used in digging trenches. Several cargoes of shovels have already been sent to Europe, and just what shipments of firearms have gone to the same destination no one but the manufacturers and the foreign buyers know, and they are as mum and dumb as the proverbial clam. Miscellaneous lots of hardware have also gone abroad for the use of the battling armies, all of which have kept American factories humming and the trade prosperous, even to the retailer who has been fortunate enough to figure in the game.

—

Wrong Angle on Import Invoice.

In publishing an item, in a recent issue of the "Modern Merchant and Grocery World," in connection with the lawn mower department of the Supplee-Biddle Hardware Co., an erroneous impression was given regarding an "importation of lawn mower parts from abroad" by that company. Relating to the paragraph in question, J. S. Bon-

For BAKING as well as DRINKING

The Big Selling Cocoa of Pennsylvania

WILBUR'S

Made in Philadelphia

leads all others in sales to consumers and profits to dealers. Because WILBUR'S is a FOOD as well as a BEVERAGE—it makes the most delicious Desserts, Cakes, Candies, Puddings, Sauces, etc. Our booklet, "Cook's Tours Through Wilburland," shows fifty-nine different ways to use WILBUR'S COCOA, each one so delicious that the woman who tries one will try them all.

When you get your customers using WILBUR'S for baking, candy making, etc., they will use it as a staple food just as they do sugar and flour. Then you'll sell the *big pound cans* of WILBUR'S with

THE BIG PROFIT

instead of the small quarter pounds of other cocoas at the small profit.

We will gladly supply you with recipe books and other helps to increase sales

H. O. WILBUR & SONS, INC.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY OUR FOOD

SAY TO CUSTOMERS

"WILBUR'S COCOA doesn't have to be grated or cooked. You can make a cake with it, icing and all, in less time than it takes to make the icing alone with chocolate."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Bright Side of Your Store

is the sunshine counter where GOLDEN SUN Steel-cut COFFEES constantly move from your shelves into the hands and homes of delighted customers. There are

FIVE DISTINCT BLENDS

of GOLDEN SUN—one for every taste

Karex, Navarre, Briardale, Vienna, Mocha and Java

with a repeating sale record greater than any other coffees—which means a greater profit-producing record for the dealer. GOLDEN SUN is *Better* coffee made *Best* by careful selection, expert blending and perfect roasting. Then it is *steel-cut* instead of ground—the final touch that brings out the rare flavor and delicious aroma which grips and holds the trade of coffee drinkers.

BE A SUNSHINE MERCHANT

The five GOLDEN SUN blends make your coffee line complete and larger sales and increasing profits will make things bright for both you and your customers.

GOLDEN SUN Coffees are packed in handsome, air-tight, all-metal cans, three convenient sizes—dust and germ proof.

The Woolson Spice Company

TOLEDO, OHIO

Oldest and largest house of coffee experts in the world

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO CUSTOMERS

"You'll take pride and delight in serving GOLDEN SUN Coffee because of its fresh, rich flavor and distinctive aroma."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

bright, vice-president of the company, writes as follows: "This is an illustration where publicity is not helpful or lesirable, because it gives the impression that our lawn mowers are made up of parts made in other countries. As a matter of fact, the importation was simply the return by our London agents of some parts shipped them by mistake and of no use for the style mower we send abroad."

Boots Shoes Findings

Coming Changes in Footwear.—Outlook Brighter.

From the country wholesalers and merchants there is still a call for overgaited boots, but the lace shoe for women is the thing. The selling season for high boots is practically over as between the maker and dealer, most of the orders now being for spring delivery and are for low cuts. On the medium priced shoes the "Mary Jane" and colonials, in both patent and dull blacks, are again the leaders. There is a noticeable passing of large metal buckles or colonials, and in their place is a much smaller ornament or buckle.

There has been a considerable run on rubber sole boots for men and boys, this being the feature of the men's trade. Manufacturers selling the retail trade direct report a fair trade in stock shoes. Retailers are ready to talk spring business, as the cold weather has helped to put their finances in better shape. Salesmen on the road report conditions improving. Jobbers advise an improvement during the past fortnight. As stated above, the country trade is demanding the button overgaiter boot, and this business is taking up the stock which the large city trade has dropped. Nigger brown in lace boots, with a goodly quantity of black as well as gray, are the leading shades in woman's top boots. Stock business on specialties is active, the only difficulty being that merchants are obliged to move their goods quickly so as to avoid having passé stock left on their hands.

—

Retailer and Manufacturer Pleased With Current Profits.

Manufacturers as well as merchants are interested in the recent turn in the shoe business by which lace shoes have forged to the front. As sample making is now going on for the fall, every one is wondering how strongly lace boots should be featured for that season. One manufacturer, who makes styles a careful study, makes the following comment on this question, according to the "Shoe and Leather Reporter": "For my part I prefer to make button boots. When button boots came back, six or seven years ago, we found that we could not make them so economically as welts,

and we were up against it, so to speak, for in those days we were not asking prices that gave us a decent profit. Lace boots cut less leather and the buttons, more costly than laces, had to be furnished, and at the same price.

"Eventually we managed to get prices up, after a stiff fight with most of our selling staff, and now it is of no importance whether we make lace or button boots, for we make a good profit on everything, and the retailers are making more money on shoes than they ever did. To be sure, we are just now getting good prices for our lace boots, for these are new and retailers are getting big prices for them. As long as this keeps up both we and the retailers will be happy. I think button boots are more genteel for women, but while it does not seem probable that lace shoes will come back it would not surprise me, for we must remember that we thought button boots dead a few years ago, yet when they returned they were more popular than they have ever been."

AMONG THE TRADE.

Mr. Frank A. Smith and Mr. W. H. Rohr, comprising the Frank A. Smith Co., received a very handsome Christmas gift from the Postum Cereal Co. in the way of additional territory, and they now have the pleasure of representing that company in the Eastern section of Pennsylvania, Allentown, Easton, Scranton, Wilkes-Barre, and all jobbing points in that territory, as well as New Jersey. It means 52 new jobbing accounts. The Minute Tapioca Co. have also appointed Frank A. Smith Co. their general representatives in all Eastern Pennsylvania, New Jersey and Delaware, taking effect January 1, 1915.

—

Richard S. Pomeroy, treasurer of the W. J. McCahan Sugar Refining Co., died suddenly last Wednesday. He had been a member of the sugar trade for forty-six years and was universally liked and respected.

They All Come Back for More

¶ In selling necessities of life a little at a time to lots of people, you get your customers to call at your store frequently.

¶ That's one of the big advantages you secure in handling

Fleischmann's Yeast

DAY and NIGHT

¶ The largest bakery in the world—the Loose-Wiles Biscuit Co's New York Plant—is working to supply the ever increasing demand for SUNSHINE specialties,

The Quality Biscuits of America

Day and night, persistent national advertising is telling, in every home in the land, the story of SUNSHINE biscuits.

¶ This white-tiled, perfectly equipped factory, with its two thousand windows for light and air, is the *tenth* in the great national chain of bakeries now operated by the Loose-Wiles Biscuit Company. *Quality*, alone, has built these enormous plants. In them, every variety of biscuit known is made—from soda crackers to biscuit bonbons—while many new and popular kinds, never before produced, have originated here. To the enterprise and originality of the Loose-Wiles Biscuit Company is largely due the present enormous consumption of package biscuit which has revolutionized the use and sale of bakery products in the United States.

We extend to every Pennsylvania merchant an invitation to visit any and all of our SUNSHINE Bakeries.

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits

L. I. C. NEW YORK N. Y.

SAY TO CUSTOMERS

"Try SUNSHINE biscuits this time—their appetizing goodness and crisp freshness will surprise you and delight your family."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

CCXCII.—A Proposed Law to Prevent Business Men From Assigning Book Accounts as Security for Loans.

At the present time there are trust companies or other financial institutions in all States of the Union who will lend money on accounts receivable. A business house that needs ready cash, and has money coming to it on book accounts, but not yet due, can take a bunch of those accounts to the trust companies—not all trust companies will do this—and borrow a certain percentage of their face value. The practice is growing.

Where the thing is not done through trust companies, it frequently happens that a debtor who is hard pressed will assign his book accounts to some creditor or creditors as security for his own debt. Both methods may easily be a fraud upon the other creditors, for every house in active business, if it does the ordinary credit trade, is supposed to number among its assets accounts receivable running often into thousands of dollars. And the supposition that that asset exists often figures in deciding whether to grant credit, even when it is not mentioned.

In a recent case a wholesale house assigned over $15,000 of good book accounts to a trust company as collateral for a quick loan. Later it went into bankruptcy and disclosed the fact that it had parted with one of its chief assets only about two weeks before. An attempt was made to attack the transaction on the ground that it really constituted a preference under the bankruptcy act, but this failed completely, for all the bankrupt had done was to *sell* some of his assets, receiving therefor perfectly good consideration.

As I say, this practice is growing, and a nation-wide effort is to be made to put a stop to it. The National Credit Men's Association has drafted a model bill making it illegal to assign accounts receivable except under certain conditions, and will endeavor to have it enacted into law in all the States of the Union, beginning at once. A copy of this bill has been sent to me, with the suggestion that I acquaint the trade at large with it, and with its probable result.

The core of the proposed law is in the following brief provisions:—

1. Secret transfers of accounts receivable within the period hereinafter fixed shall be void as against the creditors of the transferer.

2. By "secret transfers" is meant the transfer of accounts receivable within the 60-day period, (1) out of the regular course of business; (2) without notice to (a) debtors, (b) creditors, or (c) by registration as hereinafter provided.

The balance of the act is devoted to definitions and explanations. In substance the bill provides that nobody shall assign his book accounts for any purpose within sixty days before the time when he is found to be in business difficulties, unless he shall have given notice to his other creditors that he has done it. There is also another very unique and remarkable provision. The trust company or whoever takes over a concern's book accounts may register the agreement in the office of the clerk of the county where the transaction takes place. The agreement must contain all the details of the transaction, so that the creditors of the house making the assignment can go to the public records and find out whether their debtor still owns his accounts receivable. This last provision is an excellent idea. I believe that all manner of secret transfers of property, real or personal, whereby the creditors of the man making the transfer may be deceived as to what he owns, should be eliminated, and such transactions brought out in the open light by being recorded in some public place. Just as a conveyance of real estate, or a mortgage, has to be recorded now.

The people who have chiefly to look out for themselves under this new law when it passes are the following:—

1. Lenders who advance to insolvent debtors on the eve of failure.
2. Lenders who advance to insolvent debtors on stale accounts.
3. Lenders who enable a fraudulent debtor to "cash in" his current accounts and decamp with the proceeds.

What would happen if this law was violated? In the case I described, where the wholesaler assigned $15,000 of book accounts two weeks before he failed, if he had done that in the same secret way after the new law was passed, his creditors could have gotten all the assigned book accounts back from the trust company, which would have had to come in as an ordinary creditor on the loan it had made, just as if it had never had any collateral given to it.

(*Copyright, January, 1915, by Elton J. Buckley.*)

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Why Don't You?

Why don't you sell a cereal—if you don't already—that is different from ordinary cereals? **Wheatena,** the hearts of selected wheat. There's nothing like **Wheatena.** Something different—if it's better—is always easier to sell than just only a kind. **Wheatena** is something that once introduced, sells again and again—sells itself in fact. Very unusually packed and guaranteed.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n

Dickinson's
Package POP CORN
For the Holiday Trade

YOU will have a good holiday trade on pop corn, if you have *Snow Ball* or *Santa Claus* brand in stock. These packages are repeaters. They will help your sales of salt, honey, molasses, etc.

"All profit, no investment," is the way one grocer puts it. There's big money and satisfaction in Dickinson's Package corn. It's nice business to have, and you might as well get it as someone else.

Snow Ball is the favorite brand of Rice Corn. One-pound package. Retails at 10 cents. When popped, one package is equal to eight quarts of popped corn. No dirt, or chaff. Just sound, clean, sweet kernels. *It pops!*

Santa Claus brand is a ten-ounce package. Retails at 5 cents. The same nice quality as packed under Snow Ball. The largest, flakiest pop corn you ever saw. And exquisite in flavor!

Let us send you a supply of illustrated recipe-booklets. You'll use Dickinson's Corn in your own home every day, after you use it once

All Wholesale Grocers

The Albert Dickinson Company, Chicago

Packers of GLOBE shelled rice pop corn in bags, and GLOBE ear rice corn in fibre boxes and in barrels.

BABBITT'S
PURE
Lye or Potash

"Keeps its strength to the greatest length"

and that's why consumers know it's "The Lye to Buy." There are many uses for lye and its virtue all lies in the way it is made, just as its sale depends on the way it's advertised. We keep up its quality and strength. It is unequalled as a home soap maker, disinfectant and deodorizer. The new sifter top tin makes it handy for the consumer to use. Call your customers' attention to this new package and you have additional sales and profits. The Trade Marks are good for valuable and useful presents.

B. T. BABBITT, Inc.
NEW YORK CITY

Hooton Cocoa Creates Sales

We'll help you get your customers started buying **Hooton's Cocoa** and when they're once started they'll buy more of it than they would buy of any other brand, because the fine quality, rich flavor and big money's worth will make them use it more freely. It will pay you to write us for particulars of the special introductory arrangements we'll make to establish its sale in *your* store.

To Make

Hawaiian Pineapple

A Household Necessity

THAT is why The Hawaiian Pineapple Packers' Association has lowered the price of its product whenever it could—twice in fifteen months.

The price of the 1914 pack takes Hawaiian Canned Pineapple out of the luxury class. It is in your jobber's hands, ready for your shelves.

The Hawaiian Pineapple Packers' Association of Honolulu, Hawaii, comprises the following companies, being all the packers of Pineapple in the islands of Hawaii:—

HAIKU FRUIT AND PACKING CO., Ltd., Haiku, Maui, Hawaii
U. S. Sales Agents:
DEMING & GOULD CO.....326 W. Madison St., Chicago, Ill.
HAWAII PRESERVING CO.....Honolulu, Hawaii,
U. S. Sales Agents:
CALIFORNIA FRUIT CANNERS' ASSN., 120 Market St., San Francisco, Cal.
HAWAIIAN ISLANDS PACKING CO.....Wahiaha Oahu, Hawaii
U. S. Sales Agents;
GRIFFIN & SKELLY CO.....16 California St., San Francisco, Cal.
HAWAIIAN PINEAPPLE CO., Ltd..... .....Honolulu, Hawaii
U. S. Sales Agents:
HUNT BROS. CO.....112 Market St., San Francisco, Cal.
KAUAI FRUIT AND LAND CO..... Kaui, Hawaii
U. S. Sales Agents:
KELLEY-CLARKE & CO.....Seattle, Washington
LIBBY, McNEILL & LIBBY (Inc.) .....of Honolulu, Hawaii
U. S. Sales Agents:
LIBBY, McNEILL & LIBBY (Inc.) .....Chicago
MAUI PINEAPPLE CO.....Maui, Hawaii
U. S. Sales Agents:
GRIFFITH-DURNEY CO.....1 Drumm St., San Francisco, Cal.
PEARL CITY FRUIT CO., Ltd.....Honolulu, Hawaii
U. S. Sales Agents:
THEO. H. DAVIES & CO., Ltd., 267 California St., San Francisco, Cal.
THOMAS PINEAPPLE CO.....Honolulu, Hawaii
U. S. Sales Agents:
THE J. K. ARMSBY CO .....627 Howard St., San Francisco, Cal.

Hawaiian Pineapple Publicity Dept.

9 East Fortieth Street

NEW YORK, N. Y.

These Manufacturers Will Gratuitously Send Retailers Advertising and Display Matter

In various ways the "Modern Merchant and Grocery World" is just now directing the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests are being held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this, retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

The A. Colburn Co., Philadelphia. Furnishes recipe booklets, advertising envelopes, blotters, printed matter with dealer's name and address thereon, upon receipt of introductory order; particulars on application. To dealers carrying the line, supplies metallic signs, large muslin display signs for salesrooms and printed matter. Spices.

Baker Importing Co., New York, N. Y., and Minneapolis, Minn. Furnishes to all grocers handling their coffee the usual advertising matter, including weatherproof metal signs for outside, large and small display signs for inside; blotters and booklets for distribution. Also furnishes small counter display of three tubes of coffee, showing impurities removed by Baker-izing process. This in the interest of Barrington Hall coffee.

H. J. Heinz Co., Pittsburg, Pa. Furnishes store cards, single sheet posters, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, flange iron signs, tin tacking signs; also illustrated colored cook book.

P. F. Brown & Co., Philadelphia. Furnish all sorts of window trims and material for window and store displays of all kinds in the interest of Gurnse Butter, Milhen Carton Eggs and the other products packed by the firm.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter easels and large cartons, in the interest of Jell-O and Jell O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes twelve-package containers for window and shelf trims, small signs for inside display and recipe booklets for distribution to retailers' customers. The above in the interest of Wheatena.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window signs, stereotypes, matrices and electrotypes of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letter signed with dealer's name on his own letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads., stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

James S. Kirk & Co., 106 East Michigan street, Chicago. Furnish standard window displays, with directions for setting up; counter display boxes, counter display show cards, store card hangers, newspaper electros, lantern slides with dealer's name. Soaps and toilet articles.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Canners' Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats, California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Granulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material, advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naptha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs, metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large dummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advertisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros.' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

(Continued on page 28.)

ESE MANUFACTURERS WILL RATUITOUSLY SEND RETAIL-RS ADVERTISING AND DISPLAY ATTER.

(Continued from page 24.)

The Postum Cereal Co., Battle eek, Mich., or any of its branch ices, will supply retailers, free of st, with full carton displays for erior or window. If desired, the mpany will send its own men to range these displays. The com-ny will also supply retailers, during e season, with samples of the var-is Postum products.

The Franklin Sugar Refining ., Philadelphia. Furnishes win-w decorations, booklets and blot-s when their specialty men are cated so that they can reach the alers' towns. Franklin Carton gars.

C. F. Sauer Co., Richmond, Va. ill furnish all advertising and dis-y matter necessary to make a od display of Sauer's Flavoring tracts. Retailers sending should te the purpose for which the ad-tising matter is wanted.

Joseph Tetley & Co., Inc., New rk City. Furnishes large cut-outs window displays; velveen inside play cards and transparent signs window or door.

The O. & W. Thum Co., Grand pids, Mich. Furnishes show cards, ndelier cards; also window trims six pieces, on paper, in colors. e show card is sent in each case 250 sheets. Tanglefoot Fly Paper.

The Southern Cotton Oil Co., Broad street, New York. Furnishes ipe books, cut-outs, window trans-encies, complete window trims, velope stuffers, electros, lantern les showing dealer's name, and ier dealer-helps. Wesson Snow-ft Oil.

Loose-Wiles Biscuit Co., 176 useway street, Boston. Furnishes -out displays, store hangers, maga-e advertisement reproductions, bill ards, sampling lists.

Buffalo Specialty Co., 375 Ellicott eet, Buffalo, N. Y. Furnishes win-w trims, newspaper electros, let-s and circulars for dealers to send t to their customers. Liquid neer.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

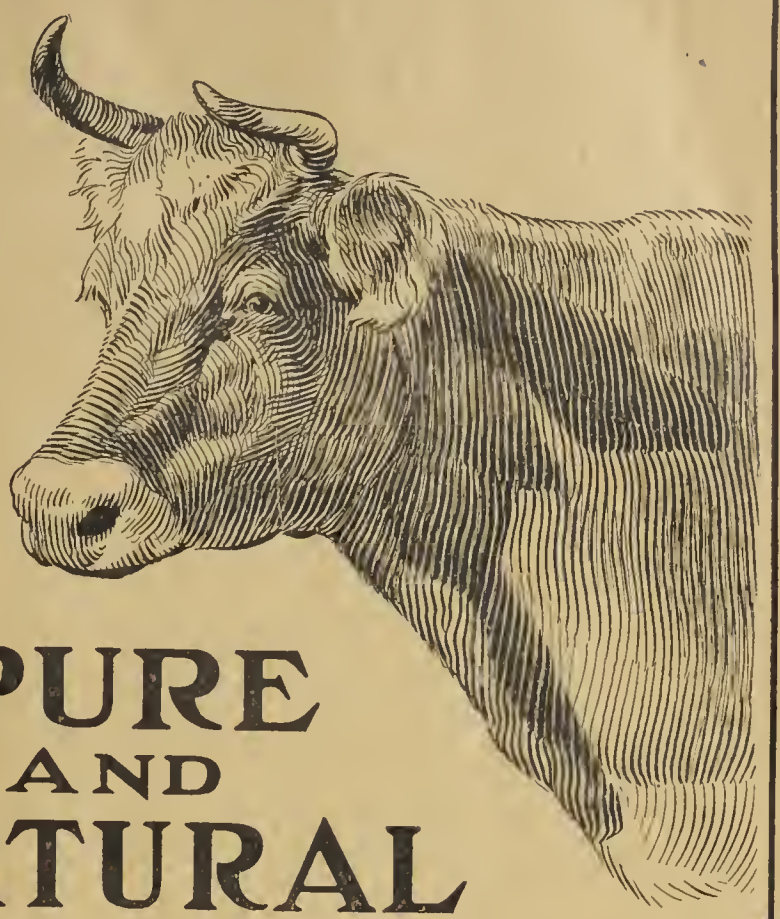
Registered U. S. Pat. Off.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.



PURE AND NATURAL

Borden's Peerless Brand Evaporated Milk Is a Steady, Satisfactory Seller at All Seasons

BORDEN'S EVAPORATED MILK will please your customers by its natural milk flavor and rich, smooth creaminess. It is made from pure milk of the highest grade. The Borden process removes nothing from the milk except water, and positively nothing is added. BORDEN'S EVAPORATED MILK is used for just as many purposes as raw milk, and you can be sure of a large and steady sale if you will call your customers' attention to it. Our sterilizing process insures its keeping qualities, and your customers will be pleased with its quality, condition and flavor. Write for sample of our Recipe Book, which we'll mail to customers whose names you send us.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 NEW YORK

WHAT TO TELL CUSTOMERS

"We recommend BORDEN'S EVAPORATED MILK because we know it is best and purest. We're making special efforts now to get all our customers using it in preference to others. Let me send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

My Prophecy For 1915.

Well, I'll be durned if here we ain't again right on the front step of another new year!

Happy New Year to all the bunch. Here's looking at you for good business for another twelve months.

Maybe it ain't up to me to talk shop in watch meeting, as it were, but it seems to me as if the fellows that sold my justly celebrated goods during 1914 got along a heap better than those that didn't. Seems to me that way. Turn that over in your minds, gents.

I wonder what's coming to us all in 1915. Gee, ain't it a funny feeling sitting here outside the door, wondering what's inside and not knowing even a little bit. I feel the same about that every year, no matter how old I get. If you could only see in somehow.

There's only one thing I can positively guarantee for 1915, and that is that I won't become a mother. In fact I can truly say that I'll die first. I can promise you that anyway, but that's about the only thing that's real certain.

Here's something: Some of us that are in business to-day ain't going to be in business one year from now. Get that? That's as sure as you're born. A lot of the fellows in business to-day that ain't going to be one year from now, *could be* in, if they'd only take a tumble to themselves. No doubt about that, either.

A lot of fellows that ain't in business to-day are going to be in business one year from to-day. Some of you fellows are going to lose your crack clerks—they're going to quit you and start up for themselves. Somebody's going to leave 'em money or leave their wives money. Some of 'em have just about enough coin saved to go in for themselves and they're sitting down now and figuring out with their wives that by next September if everything goes right, they'll have enough.

You don't know anything about it, but you're going to. When they go some of your trade'll go too. Are you ready for that?

I know an old hard-shelled Baptist who's always ready for a thing like that. He had a couple of bad bumps from clerks and salesmen leaving him and carrying a good bunch of his trade with 'em, and now he has a regular system. Only last month he said to me:—

"Well, I don't care who goes. Understand I don't want to lose any of my people. I wouldn't like that to happen at all. But if they go I'm ready for them, and if they can take any of my customers with them they are better men than I am.".

I say he has a system, but there really ain't enough to it to be called that. All he does is to know every solitary one of his customers and make it his business to keep in touch with 'em all. He knows 'em. They deal with *him*, not with the solicitor that gets their order in the morning. Before he had his bumps he didn't care a blame if he never saw his customers, just so they sent in their orders. It's a cinch for a clerk who sees trade like that every day to take it with him to his own store.

I'd be ready, boys. It's a mighty big comfort to go to bed at night and know you can't be hit very hard, no matter what happens.

Some of us who have wives that are worth a heap to us in business ain't going to have 'em a year from now. Don't forget that. Better make it up to 'em while we've got 'em, ain't that right?

Ever hear that story about a couple of fellows talking. One of 'em had just lost a crack-a-jack wife—best little woman in the world—and the other had an awful pill that he was willing to lose at any minute.

The fellow that had lost his broke down and cried. "It's hard to lose a wife," he said.

"Hard!" said the other fellow, "it's impossible!"

It's all in the way you look at it. I will say this, and the first of the year is the right time to think about it, that the fellow who's got a wife with gumption enough to be his partner as well as his wife—he's got the biggest free deal that ever was! Oftentimes he don't size up to it, though. Some of you are going to size up to it one year from now, because you're going to lose yours this year.

I know I'm talking like an undertaker, but it does you good to hear some good wholesome Baptist doctrine once in a while.

I'm sorry to say my wife ain much help to me in a business wa I own up I'm a little bit sore. Ju before Christmas I wanted to sle late one morning and I asked her get up at 4 o'clock and take r route. All she had to do was tote a couple of suit cases and c on forty people. It was a me cinch. Think she'd do it? Not your life. Said if I ever asked h to do a thing like that again sh send for the wagon and take me the cats' home! I cried like a ba to think she was so mean.

Here's one thing more. Some us fellows who hit the booze t much are going to wake up by year from to-day and see what rotten game it is. We're going see that it's sort of throwing go money after bad and all we get it is more trouble. Booze never mix with business and less fello are going to try and mix it this y than ever did before.

I've been requested by a comm tee to say a few wise words ab

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

war. I don't know a blame ng about the war. I've got ubles of my own right here at me—so have you—and the less bother about other people's hts the better. The only thing I ow about the war is that it ain't ing to end last Wednesday.

THE STROLLER.

---

tional Government's Close Watch on Honest Weights and Measures.

at Federal Bureau of Standards Has Done During the Past Year. Done Much Work in Helping Standardize Weights and Measures Throughout States. Invites Public to Submit Evidence of Fraudulent Practices.

cial Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
December 31, 1914.

The Secretary of Commerce, in annual report just issued, comments as follows upon the year's ork of the Bureau of Standards:

During the past year the Bureau of Standards has continued its work of stimulating nation wide interest in honest weights and measures in daily trade. The need for a systematic inspection service for trade measures is obvious. The honest dealer is otherwise at a disadvantage, and the consumer is helpless, since the standards are in the custody of the Government. The Bureau helps in standardizing trade measures through the State and local inspectors, through manufacturers and their output of measuring appliances, and directly for the public upon request. The standardization is not limited to assuring the length of the yard, the weight of a pound or the capacity of a gallon. The standardization service includes all factors affecting the correctness of measures of the products received by the consumer. The Bureau makes theoretical and experimental study of sources of error in measuring devices, suggests standard methods of measurement, methods of testing measures, standard tolerances, standard containers—all with a view to the best theoretical requirements.

In many ways the Bureau has exerted a far-reaching effect upon the standard of fair dealing in commerce and trade. The Bureau is now an organized center where anyone interested in weights and meas-

MAPLEINE

is welcomed by confectioners everywhere—indispensable as Maple coloring and flavoring for caramel candies, ices, etc. Won't cook out or freeze.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

CRESCENT MFG. CO.
SEATTLE, WASH.

Don't Let Your Tea Trade Go to Peddlers

The taste for tea is acquired—not natural. Once acquired, it stays.

Every live dealer can, by little effort, educate his trade to a particular quality or flavor of tea and, by selling TETLEY'S TEA, he is sure of uniform quality and flavor the year around. This will insure the return of customers again and again for that particular tea, and keep his business steadily progressive.

No premiums, no china, nothing but the finest selection of India and Ceylon tea, carefully blended to a permanently uniform quality and packed in attractive air-tight tins—

THAT'S TETLEY'S

"Blended and Packed in London, England"

A high grade package tea that will bring to your store ALL the tea trade of ALL your customers.

JOSEPH TETLEY & CO., Inc.

108-110 Franklin Street :: NEW YORK CITY

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

TELL YOUR CUSTOMERS

"When TETLEY'S, the best tea, costs less than half a cent a cup, why not have it?"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ures may come for such assistance as the Bureau can render, and where anyone may be assured of a fair hearing in case of difficulty. Hence, manufacturers of measuring instruments come for suggestions to improve their product, sealers visit the Bureau to examine its equipment and methods of testing, the public by visits and correspondence submit questions involving fraudulent practices, State legislators and officials request the Bureau's judgment on the technical details of inspection service, and Congress calls upon the Bureau for its opinion on proposed weights and measures legislation.

Two bills affecting the weights and measures of trade are pending before Congress which would tend to improve conditions of such service. These aim to fix the standard barrel for fruit, etc., and to regulate the use of weights and measures. The bills are approved in principle and their enactment into law is desired.

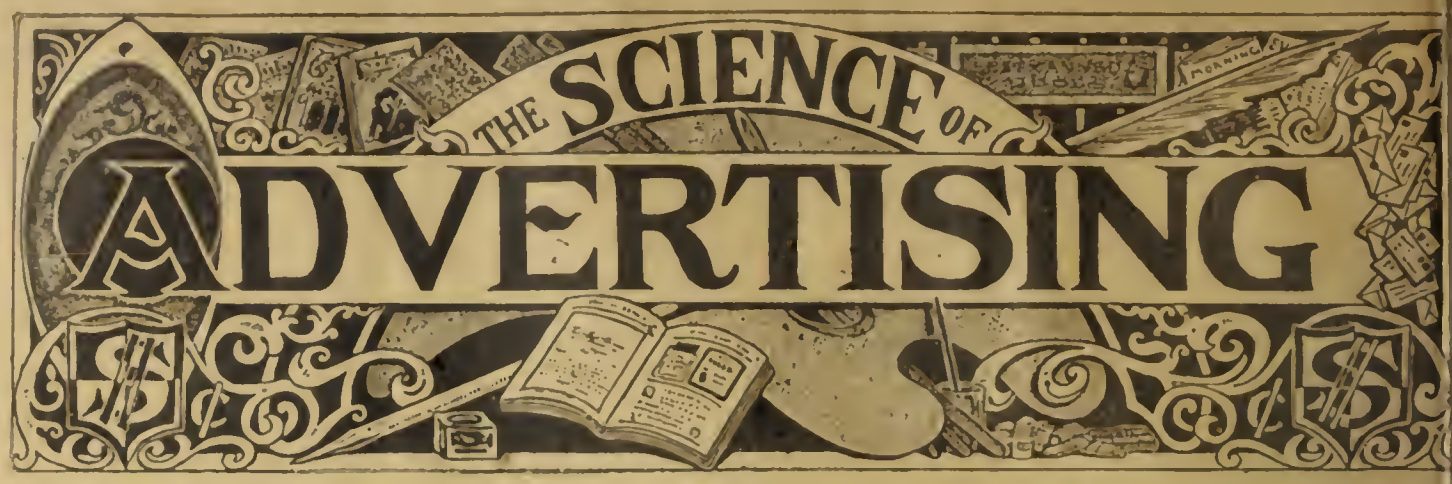
The Bureau is co-operating with the Treasury and Agricultural Departments in the enforcement of the new law requiring the quantity label on package goods. The enactment of this law is one of the recent successes of the movement for honest weights and measures. The law gives the consumer a direct knowledge of the net quantity of product in a large proportion of his purchases. The Bureau experts assisted the board designated in the law, especially with reference to the technical details of measurement and specification of quantity.

HOLT.

More Dangerous Than The Fly.

Time flies and "fly time" will soon be here. The summer pest is recognized as dangerous and various means of lessening its activities are used. "Swatting" the fly is effective to the insect swatter, but it is a nasty process and is calculated to scatter any disease germs the victim may carry. Fly poisons are more deadly than flies. These usually contain arsenic to which sugar is added, and the sweet taste attracts children from two to six years of age. In July and August last year 35 children were thus poisoned, five of whom died, and in three months and a half 45 were poisoned, nine fatally. Arsenic is one of the most dangerous and insidious poisons, and when it is dressed up as something sweet to suck or nice to drink, the little ones are in the gravest danger.

If there was no other way of banishing the disgusting and dangerous fly than by swatting it or endangering the lives of children, then humanity would have a plague indeed. But there is a way that causes no disgust, no sickness, no death, no fear when the children are out of mother's sight. "Tanglefoot" fly paper, a sheet coated with a very strong adhesive substance, catches the fly at once. The more the insect struggles the more firmly is it bound, until it is covered with the sticky material. There are no dead flies falling here and there, or lying around. The work of banishing the fly is done cleanly and safely. "Tanglefoot" is the only rational remedy for the fly danger, and its cost is so small that fly poisons should be prohibited by law, as unnecessary, and a menace to health and life. Retail druggists who refuse to handle fly poison devices and who recommend the use of "Tanglefoot" fly paper will perform a great service to the community, aside from the increased patronage which such action will secure and deserve.—Advt.



I have from A. R. Newton, proprietor of the "Square Deal Grocery," Falconer, N. Y., some of the advertising matter which he recently used. It consists of a newspaper advertisement which filled a space of four inches deep across two columns, and a circular. Mr. Newton does not send me the advertisement itself, but only the copy for it, so that I cannot discuss the typographical arrangement. He also sends me one of his recent circulars. Here is the copy for the advertisement—which I do not pretend to display:—

ARE YOU A MONEY SAVER?

If not, now is the opportune time to begin. Start now paying cash for your groceries and use the 10 to 20 per cent. we save you to start a 1915 Christmas fund at the bank. You can keep up a Christmas fund on what you can save by trading here. Besides our complete line of groceries, we carry quite an assortment of 5 and 10-cent goods, in Christmas toys, dishes, novelty braid and crochet threads. Come in and see our Big Four set of enamel ware we are putting out for $5 in trade and 80 cents.

THE SQUARE DEAL GROCERY,
A. R. Newton, Prop.
Falconer, N. Y., 9 Main St.

I can think of a more effective way in which this saving idea can be presented. Why not figure on an average family's expenditures for groceries per week or month, take the average percentage of saving to be made by buying for cash and total it up for the year. Then write an advertisement with something like this for the heading: "What You Could Have in Bank by Next Christmas." The advantage is that you then present a concrete picture, whereas the above advertisement is merely an abstract one. Yours deals in generalities, which of course have their weight, but not anywhere as much weight as the specific example, worked out and presented with the approximate figures.

Mr. Newton also sends a copy of a pink circular, 12 x 9½ inches, printed the long way.

* * *

I think there is too much on this circular. Too many cut price quotations are as bad as none, in my judgment. You entirely lose the effect when you crowd a whole bushel of cut prices down a customer's throat. I should never quote more than a few cut prices at a time, but I should make those as attractive as I possibly could. I believe Mr. Newton would get just as good results out of a circular not much more than half this size, and quoting the best of the bargains he has put on this large sheet. The point is to quote a few prices and offer them as a sample of the whole. When I say a few, I don't mean three or four, but, say, half as many as Mr. Newton has quoted.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon requ and to the suggesting of original adv tisements when data is supplied. communications sent for this Dep ment should be addressed to the Ed of Science of Advertising. They be filed in their order and taken up strict rotation.

Economy is the Road to Wealth

If the above is true, and it is, why not buy your GROCERIES at NEWTON'S CUT RATE STORE and save from 10 to 20 per cent. on them. The Quality of our goods is the same high standard that we have always carried, but the price is a lot lower.

We may not be located where it is the most convenient for you to trade, but it will pay you to walk. See some of our prices below

FLOUR					
Ceresota, full sack	$1.75	Best quality Leaf Lard, lb.	14	Royal Blend Coffee, lb.	.29
Ceresota, half sack	.90	Best quality Compound	10	Black Cross Coffee, best ever, lb.	.29
Occident, half sack	.95	Small can Cottolene	28	Good Health Coffee, none better, lb.	.32
Gold Medal half sack	.90	Medium size Cottolene	55	White House Coffee, lb.	.32
Pillsbury's, half sack	.90	Small size Crisco	.23	Fine Bulk Tea, lb.	.40
Magnolia, half sack	.90	Wesson's Cooking Oil, can	.30	Extra Fine Bulk Tea, lb	.45
Blue Ribbon, half sack	.85	Best Soda Crackers, lb.	.08	Arm and Hammer Soda, lb.	.06
Fine Granulated Sugar, lb.	.06	Best Oyster Crackers, lb	.09	Yeast Foam, pkg	.04
		Extra Fine Coffee in bulk, lb.	.20	Davis O-K Baking Powder, lb.	.18
		Fair Deal Coffee, fine quality, lb.	.25	Fair Deal Baking Powder, lb.	.15

Jelke's Good Luck Oleo, 5 lb. pkg. $1.00. Jelke's Premier, 5 lbs. $1.10

Nice clean bulk Oatflake, lb 4c, 7 lbs.	.25	Golden Egg Macaroni, pkg 9c, 3 pkgs	.25	Best grade red Salmon, can	.16	Gold Dust, large pkg	.22
Mothers, Rombow or Purity Oats, pkg 9c, 3 pkgs	.25	Welter Baker's Cocoa, can	.23	Perker's Perfection Pan Cake Flour, pkg 14c, 2 pkgs	.25	small pkg	.05
Cream of Wheat, pkg	.14	Hershey's Cocoa, small can 9c, large can	.20	Aunt Jemima or Tora Pan Cake Flour, pkg 9c, 3 pkgs	.25	2 pkgs 9c, 6 pkgs	.25
Malt Breakfastfood, pkg	.14	Walter Baker's Chocolate, ½ lb bar 18c, 1 lb pkg	.35	Grape Nuts, pkg 13c, 2 pkgs	.25	Snow Boy, pkg 5c, 2 for 9c, 6 for	.25
Postum, large pkg	.23	Honor or Servus Milk, small can 2 for 9c, 6 for	.25	Fine Maple Syrup, pure stuff, gallon	1.10	Grandma's Washing Powder, large pkg	.14
Instant Postum, can	.27	large same 9c, 3 for	.25	Rock Candy and Maple Syrup, small bottle, 6c, 3 for	.25	Nine O'clock Tea, pkg 5c, 6 for	.25
Cal-Gran, pkg	.13	Campbell's Soups, (any kind) can 9c, 3 cans	.25	large bottle	.23	SOAP	
Shredded Wheat, pkg	.11	Pea Beans, lb 6c, peck	.75	Monogram or Kara Syrup, small can 9c 3 cans	.25	Fell's Neptha, Sunny Monday, Ivory, and Export Borax Soap, 2 for 9c, 6 for	.25
Kellogg's Corn Flake, pkg 9c, 3 pkgs	.25	Very good grade canned Peas, Corn, Tomatoes, or Beans, can 9c, 3 for	.25	Monogram Syrup, in pails 4 lbs. and 13 ozs. net weight	.23	Acme, Oak Leaf or Lenox Soap, bar 4c, 6 bars	.25
Washington Crisps, pkg 9c, 3 pkgs	.25	Best grade pink Salmon, can	.11	Grand Noulens Matches, box 4c, 3 boxes 10c, 1 pkg (12 boxes	.35	Old Dutch Cleanser, can 9c, 3 cans	.25
Maple Flake, pkg 9c, 3 pkgs	.25					Jepo Cleanser, can 5c, 6 cans	.25
Post Toasties, pkg 9c, 3 pkgs	.25						
Jersey Corn Flake, pkg	.11						

DONT WASTE YOUR MONEY BY TRADING ELSEWHERE, BUT TRADE WITH US AND GET THE BENEFIT OF THESE LOW PRICES

THE SQUARE DEAL GROCERY, A. R. Newton, Proprietor

9 East Main St. COME IN AND SEE OUR LINE OF 5c AND 10c GOODS Falconer, N. Y.

Pennsylvania Organization Notes.

On December 29th the wholes trade of Johnstown held an impo tant conference with the retail g cers and butchers.

* * *

Some time during January Merchants' Credit Bureau of Joh town will give a luncheon, at wh time the guests of honor will be wholesalers.

* * *

The State Association Execut Committee will meet in Philad phia on January 13th. The ann meeting of the Retailers' Mut Fire Insurance Co. will meet Philadelphia on January 14th.

* * *

Mr. Smedley will speak at Pot ville on January 4th, the occasi being the annual meeting of t aggressive organization.

* * *

The St. Clair Association will visited on January 5th by the St Organizer. In the evening he w address the association.

* * *

Mr. Smedley will meet the as ciations of Bradford and Wyomi Counties at Wyalusing on Janua 7th.

* * *

The Pennsylvania Plan was strumental in increasing the me bership of the State Association per cent. during the past year.

Read The Advertising World

for new and practical advertising ideas in various lines of trade Its dictionary of headlines and ideas saves time for the busy grocer

SUBSCRIPTION PRICE, $1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LIX. PHILADELPHIA, January 11, 1915. No. 2.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Bell { Filbert 3286 / Filbert 3287 Keystone, Race 746
Private Exchange.

All Checks and Drafts payable to the Grocery World Publication Co.

An independent journal published exclusively in the interests of modern merchants of all classes.

ELTON J. BUCKLEY, Editor.
GEORGE B. KELLER, Associate Editor.
DAVID EZEKIEL, Advertising Manager.

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To Great Britain and Continent of Europe and Asia 4.50
Single Copies ..... .10

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Figures Show 1914 Bad Year for Canned Goods

Majority of Standard Lines Lower at Close Than at Opening, Most of Them Much Lower. Only Strawberries Were Higher. Five Lines Were the Same. Packers Pretty Hard Hit.

The usual compilation of opening, highest, lowest and closing prices of canned goods during the year 1914 is at hand, having been compiled by Thomas J. Meehan & Co., brokers of Baltimore, Md. The end of the year finds most canned goods prices very much depressed. Only one line, strawberries, is higher at the close than at the beginning. Nine lines (peaches, tomatoes, peas, spinach, pumpkin, beets, saner kraut, oysters and corn) are lower than at the opening, and six lines (pineapples, okra and tomatoes, soaked beans, baked beans, string beans and peas)are the same at the close as at the beginning.

The figures on the principal varieties and grades are as follows:—

	Opening	Highest	Lowest	Closing
PINEAPPLES.				
No. 2 Standards, c. and c., syrup	$1 25	$1 25	$0 90	$1 25
No. 2 Ex. Standards, c. and c., sliced syrup	1 35	1 35	1 15	1 35
No. 2 Ex. Sel. hvy syrup, sliced, c. and c.	1 50	1 50	1 35	1 50
No. 2 Ex. Pres. Grated, heavy syrup	1 70	1 75	1 55	1 60
PEACHES.				
No. 3 Pie Peaches, Unpeeled	85	95	57½	60
No. 3 Standard Yellow Peaches	1 35	1 40	1 20	1 35
No. 3 Standard White Peaches	1 30	1 30	1 15	1 15
No. 3 Ex. Standard Yellow Peaches	1 50	1 55	1 35	1 35
No. 3 Ex. Standard White Peaches	1 40	1 70	1 30	1 30
TOMATOES, F. O. B. BALTIMORE.				
No. 2 Stand. Tomatoes, f. o. b. Baltimore	50	65	47½	47½
No. 3 Standard Tomatoes	70	85	67½	67½
OKRA, OKRA AND TOMATOES, MIXED VEGETABLES.				
No. 2 Okra and Tomatoes	75	80	67½	75
No. 3 Okra and Tomatoes	85	95	80	92½
PEAS.				
No. 2 Standard Early Junes	85	90	70	70
No. 2 Extra Standard Junes	90	1 10	75	75
No. 2 Fancy Extra Sifted	1 25	1 15	1 25	1 30
No. 2 Extra Selected Petit Pois	1 50	1 80	1 50	1 60
SPINACH, PUMPKIN, SQUASH, BEETS.				
No. 3 Standard Spinach	85	90	72½	72½
No. 3 Standard Pumpkin	80	85	57½	57½
No. 3 Standard Marrow Squash	90	90	75	75
No. 1 Strawberry Beets (45-50 in can)	90	90	85	85
No. 2 Std. Whole Beets (15-20 in can)	1 05	1 05	1 02½	1 02½
SAUER KRAUT, SWEET POTATOES.				
No. 3 Standard Sauer Kraut	72½	72½	57½	60
No. 3 Standard Sweet Potatoes	70	90	60	75
OYSTERS.				
No. 1 5-oz. Cove Oysters	82½	77½	62½	62½
No. 2 Select Lunch Oysters	1 95	1 95	1 75	1 95
BERRIES.				
No. 2 Ex. Standard Strawberries, syrup	1 15	1 25	92½	1 15
No. 2 Preserved Strawberries	1 25	1 40	1 10	1 40
No. 2 Extra Pres. Strawberries	1 50	1 50	1 25	1 50
No. 2 Standard Blueberries	1 10	1 15	85	1 00
No. 2 Ex. Stand. Blackberries, syrup	95	1 05	95	1 00
No. 2 Ex. Std. Red Raspberries, syrup	1 10	1 10	1 00	1 10
No. 2 Stand. Black Raspberries, syrup	1 15	1 15	85	85
No. 2 Stand. White Cherries, syrup	1 10	1 10	1 00	1 05
No. 3 Ex. White Cherries	1 30	1 30	1 05	1 10
No. 2 Standard Red Cherries	70	80	60	80
No. 2 Standard Damsons	80	90	70	90
No. 2 Standard Egg Plums	75	90	65	65
No. 2 Standard Green Gages	80	90	70	70
BEANS AND SUCCOTASH				
No. 2 Soaked Lima Beans	55	60	55	55
No. 2 Stand. Green Lima Beans, sole	1 30	1 20	1 00	1 00
No. 2 Extra Small Lima Beans	1 30	1 50	1 25	1 30
No. 3 Baked Beans, plain	65	67	65	60
No. 3 Ex. Std. Baked Beans, plain	80	95	75	95
(In Sauce, 2½ cents higher.)				
No. 2 Std. White Wax String Beans	60	62½	50	60
No. 3 Standard String Beans	1 00	1 00	70	72½
No. 2 Standard Stringless Beans	80	85	65	65
No. 2 Standard Succotash	80	85	75	80
No. 2 Red Kidney Beans	60	65	60	60

	Opening	Highest	Lowest	Closing
PEARS AND APPLES.				
No. 2 Standard Pears	70	65	55	55
No. 2 Ex. Standard Pears	80	85	67½	67½
No. 3 Ex. Standard Pears, in syrup	1 20	1 25	80	95
No. 3 Ex. Selected Pears	1 25	1 25	90	1 00
No. 3 Standard Apples	75	95	57½	57½
CORN.				
No. 2 Standard Shoepeg, county	70	70	60	60
No. 2 Ex. Standard Shoepeg, county	75	70	65	65
No. 2 Standard Maine Style, county	70	70	55	60
COMBINATION AND HOMINY.				
No. 2 Combination Corn and Tomatoes	67½	70	67½	67½
No. 3 Hominy	55	60	55	55

Contributed.

Condemns Saccharin as Sweetener in Spite of Federal Board.

Well Known Food Expert Shows That Manufacturers Use Saccharin Instead of Sugar in Order to Save Money. A Case in Point Shows Saving of Ninety Per Cent.

The question is frequently asked us as to whether saccharin is harmful in food products or whether it serves any value in nourishing the body. In discussing this question in part the Connecticut Agricultural Experiment Station in their report for 1913 quoting the claims made, say:—

> Garantose is more wholesome, cleaner in taste, more uniform in effect, and much cheaper to use, than sugar. Garantose is absolutely harmless. * * * 550 times as sweet as the best sugar.

There certainly is no justification in the claim that a non-assimilable material like saccharin is more wholesome than a nutritious food such as sugar, except in the case of the diabetic, and this sweeping claim is entirely incorrect as referring to its general use as a sugar substitute. Moreover the claim that it "is absolutely harmless" is not supported by the facts. It is true that the Referee Board in its report made the guarded statement that "saccharin in small quantities (0.3 gm. per day or less) added to the food is without deleterious or poisonous action and is not injurious to the health of normal adults, so far as it is ascertainable by available methods of study." They further found, however, that "saccharin in larger quantities (over 0.3 gm. per day and especially above 1 gm. daily) added to the food, if taken for considerable periods of time, especially after months, is liable to induce disturbances of digestion. To call such material "absolutely harmless" is quite unjustified.

It is not alone a question of whether or not the product is harmful but there is a further question as to whether the person who eats a food or beverage sweetened with saccharin is receiving the nourishment which he assumes he is getting and to which he is entitled.

One pound of saccharin furnishes as much sweetness as 550 pounds of sugar, yet the saccharin furnishes no nourishment nor does it furnish heat energy, while the 550 pounds of sugar have great food value and produce a great amount of heat energy in the body. In other words, one, from the sweetness of the product "saccharin," might assume that he is receiving 550 pounds of sugar, whereas he is receiving nothing.

The manufacturer does not add saccharin because he believes it superior to sugar, but he does so in order that he may save money and so make a greater profit, deceiving the purchaser. One pound of saccharin would at most cost him not to exceed $3 or $3.50, while 550 pounds of sugar at 7 cents per pound would make a cost of $38.50; that would be a saving of at least $35 for the manufacturer. More than that, by the use of saccharin it is not necessary that he conduct as sanitary a place; it is not necessary that he sterilize his products as thoroughly, because the saccharin is of itself an antiseptic and prevents decay the same as other food preservatives. It is for these reasons and these alone that the manufacturer persists in endeavoring to use saccharin where sugar should be used and the public are deceived into believing that they are receiving food where there is none to be had.

ALMA K. JOHNSON,
Agricultural Experiment Station.
Fargo, N. D., January 4, 1915.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Wanted—Odd Lots of Anything

We want **manufacturers and jobbers** to know that we can sell their odd lots, their odds and ends—anything that they want to move quickly at a price.

We can quickly sell anything that the readers of this paper can sell or use. Little lots—big lots.

The name of the owner need not appear. It is we who are selling the goods.

We will do it through our **Bargain and Exchange Department.**

No charge for the advertising space we use for this—we do it to serve our subscribers.

Send in a complete description of what you want to sell and the best cash price.

ADDRESS

Bargain and Exchange Department

"MODERN MERCHANT AND GROCERY WORLD"

927 Arch Street - - - Philadelphia, Pa.

Government Will Try to Raise Condensed Milk Standard

Agricultural Department Shortly to Issue Standard Which is Not Materially Different From Present Standard But Will be Rigidly Enforced. Says Much Condensed Milk on Market is Below Standard. Will Also Make New Standard for Cheese, Gluten Flour and Butter Milk.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
January 8, 1915.

Several new things affecting the enforcement of food laws are expected to come out of the Department of Agriculture within a short time. Perhaps the most important is a new standard for condensed milk. A committee that has been working on the subject has made a recommendation which, when adopted, will provide a standard below which no manufacturer may go except upon peril of having his product shut out of the market because it lacks either milk fat, more commonly known as butter fat or solids, of which casein is the chief.

The new standard provides for 7.8 per cent. of fat and 25.5 per cent of solids without any tolerance of any kind. There is a standard now which fixes the fat content at 7.8 per cent. and the solids at 20.5 per cent., but little attention is paid to it. This is because the Food and Dairy Commissioners of many States believe the percentage of solids is too high. Accordingly the manufacturer who chooses to disregard it is able to get as much expert testimony for as against him. That means that most prosecutions would fail and therefore they might as well not be undertaken.

The result of this disagreement among experts is that the Government says the public has been buying a good deal of condensed or evaporated milk of much poorer standard than it should be.

The new standard is the production of a committee from the Association of Official Agricultural Chemists, the Association of State and National Food and Dairy Officials and the Bureau of Chemistry of the Department of Agriculture, of which Dr. Carl Alsberg and Dr. J. S. Abbott, chief of the co-operative work part of the bureau, are leading figures. Dr. Abbott was appointed to bring about co-operation in the enforcement of food control statutes.

The committee says that 95 per cent. of the condensed milk manufacturers of the United States have accepted the new definition and standard and that the members of the two associations and the Bureau of Chemistry are bound by the work of the committee, so that hereafter the manufacturer who insists upon putting a sub-standard article on the market will be in opposition to all the officials who might be called as expert witnesses.

During the month sub-committees are to hold informal hearings, probably in Chicago and New York, for the collection of data that will enable the committee to agree upon standards for gluten flour and fermented milk products, particularly cheese, buttermilk, bulgarzoom and other commercial products used in accordance with the Metchnikoff theory of prolonging life by drinking milk fermented by means of particular species of germs. Bulgarzoom is the fermented milk produced by the introduction into the sweet milk of the Bulgarian germ, rather than allowing the native lactic acid germ do the work.

Every manufacturer now proceeds as he pleases. Ninety-five per cent. of the buttermilk sold over the dairy lunch counter, particularly in large cities, is not buttermilk at all, but a fermented skimmed milk made to resemble buttermilk by the employment of chemicals or fermenting germs.

There are various definitions of "cheese," but so long as the manufacturer does not lie too brazenly he can get by with inferior articles. There is full cream cheese and still other full cream cheese. There are also dozens of varieties of filled cheese.

Gluten flour is often prescribed by doctors for invalids; but there is no fully recognized standard. Anything that contains what has been called the "meat" of wheat has been sold as gluten flour. The same is true with regard to bread. The sale of bread that contains so small a quantity of gluten as to be negligible probably cannot be stopped because most of the baking and selling is all done within a given State. But by fixing a standard for gluten flour the percentage of gluten in bread that is not what it purports to be can be reduced since much of it is shipped in interstate commerce.

HOLT.

ECHOES.

Enclosed find check for two years' subscription. Find your paper very practical as well as profitable as an advisor on present and future market conditions.—George J. Meyer, Brooklyn, N. Y.

Here is a Good Plan of Featuring Nationally Advertised Goods

Operated by Ducker Co., of Joliet, Ill., Same Concern Holding Special Sale of Nationally Advertised Products, Recently Described.

Some time ago the "Modern Merchant and Grocery World" described a special sale of Nationally advertised goods which had just been conducted with great success by the Geo. A. Ducker Co., of Joliet, Ill. Their advertising manager wrote the story of the sale, and a statement of its results, for this paper.

The same firm have now sent to this paper a copy of a unique postal card folder which was recently issued, again featuring Nationally advertised products. Five thousand were printed and sent out.

The card when folded was the size of a Government postal. Unfolded it had five pages, printed on both sides. On each fold some well-known advertised product was advertised, the following being the list:—

Crystal Domino Sugar
Skinners' Satin
Roger Bros. Silverware
Packers' Tar Soap
Sunshine Golden Flakes
Omo Dress Shields
Peerless Table Mat
Burson Old Fashioned Hose

All of these products were advertised extensively in the magazines during the month this folder was issued, therefore it yoked up directly with the National advertising. Following was the argument, which appeared on one fold of the postal:—

WHY ADVERTISED GOODS?

Simply because you are assured of good quality and guaranteed against loss.

No manufacturer would dare to risk failure by putting his product, were it not right, into thousands of homes by advertising.

If his product did not prove just as claimed and satisfactory you would not buy it the second time. If you only bought once the manufacturer would go out of business. There's no money in the first sale. It's your continued patronage he must have.

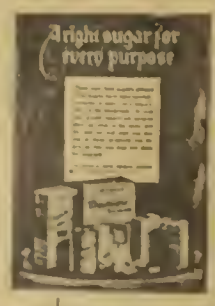
Do you think a reliable manufacturer would attempt to foster inferior products and bring claims upon you in such magazines as "Good Housekeeping," "Saturday Evening Post," "Ladies' Home Journal," "Cosmopolitan" and other such magazines?

Why, these magazines would not allow them to use their advertising columns for deceiving their readers. Such advertising would be refused. "Good Housekeeping Magazine" absolutely guarantees you against loss through any unsatisfactory purchase you may make of goods it advertises.

Buying advertised goods you have three parties trying to please you—guaranteeing them to you—the manufacturer, the magazine and this store.

GEO. A. DUCKER CO.,
Joliet, Ill.

To show the kind of advertising done we reproduce the matter used for Crystal Domino Sugar:



Clean Sugar

That you know is clean because it's packed in a dust and germ proof box and not exposed to the air until you open it yourself.

CRYSTAL DOMINO SUGAR

is neatly packed in full measure boxes and may be had in domino form, granulated or powdered

DUCKER'S CORNER

Joliet, Ill.

The ideal sugar for the good housekeeper. Use it when preserving too.

Phone or write us for prices on all sugars.

A Revolution in the Account Register Business

The McCaskey Safe Register
OPEN

Minimum capacity 130 accounts—can be expanded to 330 accounts in one cabinet.

The McCaskey Safe Register
CLOSED

Perfect insulation makes the METAL CABINET **air tight** and **fire resisting.** Perfected after years of costly experimenting.

DON'T WAIT UNTIL YOU BURN OUT

Your accounts and business records are absolutely protected if you install

The McCaskey Safe Register
IN CONNECTION WITH
The McCaskey Account System

The most recent addition to

With Only One Writing **The McCASKEY SYSTEM** *The End of Drudgery*

First and Still the Best!

Closed

Open

Closed

Open

Closed

Open

Closed

Open

The jointless metal cabinet is so constructed as to exclude air and fire. Records, sales slips, paper money (U. S. Legal Tender) will not **scorch** within this cabinet, and this has been proven by severe tests. **Protect your accounts before it is too late.**

More than 125,000 merchants are using **The McCaskey System.** It saves them time, labor, worry and money by cutting out useless book-keeping. With **only one writing** they obtain better and, of coure, quicker results than under their old three to five writing method.

Let us show you how the McCaskey System will more than pay for itself in your business in the course of the first year it is installed and will continue to earn profits for you year after year.

Write for further particulars. Our nearest representative will gladly call. Use the coupon when writing.

The McCaskey Register Co., Inc. (Capital $3,000,000), Alliance, Ohio

BRANCHES:—New York, Chicago, Boston, Cincinnati, Pittsburgh, Dallas, Atlanta, Kansas City, San Francisco, Minneapolis, Dominion Register Co., Ltd., Toronto, Canada; Manchester, England

The largest manufacturers of carbon coated salesbooks in the world. Also manufacture single carbon salesbooks in all known varieties

McCaskey Gravity Expansion Register
(WOODEN CABINET)
housing
The McCaskey System

This style holds a minimum of 240 accounts and can be expanded to 440 accounts. Manufactured in various styles and sizes.

The McCaskey Register Co., Alliance, Ohio.

Gentlemen:—I am interested in the McCaskey System of handling accounts and records and would like to have further particulars about

The McCaskey Safe Register **Other Models**

Name.....

Address.....

City and State.....

Business..... No. of accounts .

1-11-15—G. W.

WITH THE EDITOR

Good.

The Detroit (Mich.) Retail Grocers' Association has done a much needed thing. It has taken a leaf out of the book of the American Specialty Manufacturers' Association, and where the latter works to make all the orders given by retailers to specialty salesmen bona fide, the Detroit Association will work to make all orders given by *consumers* to house-to-house canvassers bona fide. The following letter has been sent to the manufacturers of the United States:—

> Gentlemen:—In introducing a line of goods direct to the consumer, it frequently happens that canvassers secure and turn over to the retailer orders which cannot by any stretch of the imagination be considered bona fide.
>
> We are calling upon manufacturers who employ the house-to-house plan of introducing their goods, to give some thought to the possibility of inaugurating a system which will insure only bona fide orders being given to the merchant.
>
> We realize that this form of protection is now extended to the jobber by members of the American Specialty Manufacturers' Association.
>
> While we would not for a minute attempt to tell a manufacturer how to run his business, we do feel that we are mutually interested with him in seeing that he secures the maximum results from any introductory work which he does in our territory, and we would like an expression of opinion from you as to the feasibility of guaranteeing the genuineness of an order turned over to the retailer, the same as is now done with orders given by the retailer for delivery through the jobber.
>
> Until it becomes possible to perfect a system such as that suggested, we are sure that you will be willing to co-operate with us in seeing to it that in case you employ house to-house canvassers the fact be strongly impressed upon them that they be very careful about accepting orders from a customer which they for any reason feel will be repudiated when delivery is made through the retailer.

The one reform is, if anything, more needed than the other. Many a housewife, plagued by a gabby canvasser from whom she is longing to escape, will order a package of something and immediately telephone her grocer not to send it. Some will merely refuse it when it comes, which is infinitely worse. Sometimes excessively energetic salesmanship is responsible for this looseness, but the chief reason for it is that both consumers and retailers have been taught that they can cancel specialty orders all they want to. When somebody comes forward with courage enough to show them that they can't, things will improve.

Mail Order Swine.

Much has been said in criticism of the mail-order houses which, though they pay neither taxes nor rent, push their plausible tentacles into all communities in competition with the merchants who regularly contribute to the support of the community and are a part thereof. There is much in the argument that in some way the local merchant should be protected.

There is evidence at hand now that the mail-order concerns are even more swinish than people suppose. Julius Rosenwald, president of Sears, Roebuck & Co., Chicago, Ill., has been criminally indicted *for failing to pay his own personal tax.* Rosenwald is a millionaire from the money that he has made selling merchandise to country people "at wholesale," and "below cost." Evidently he has become so used to getting business in other sections without paying taxes that he thinks he ought not to pay any even at home. Hog!

As to Manufacturers' Opening Their Own Retail Stores.

In its last issue "Printers' Ink" thus interestingly discusses the question of manufacturers opening their own retail stores:—

> Dealers who are most vigorous in their denunciation of the manufacturer who opens a chain store or two do not always realize their own responsibility in the matter. No manufacturer that we know of has started a chain of stores because he really preferred to do business that way, but most of the manufacturers' chain stores have started because they were forced to start—and frequently it is the independent dealer who has done the forcing. When the manufacturer sees one group of dealers throwing out his line each year because a competitor has made some trifling concession, and when he sees another group which lets his line gather dust on the shelves while something else is put forward, he naturally is inclined to do something about it. He is apt to figure that the cost of getting experience in managing his own stores will be no greater than the loss he incurs through "switching" and the inadequate representation of his goods.
>
> Sometimes, of course, it is impossible to obtain distribution in a town without starting a new store.
>
> The manufacturer who opens his own stores is not the inveterate "enemy" of the retailer. Probably none of his chain stores pays him the profit he would get from an active independent dealer in the same location, who could be counted upon to play fair with the manufacturer's goods. But frequently he has no choice between shouldering the difficulties and the expense of his own stores, or permitting his distribution to lapse entirely in certain extensive territories.

We calculate that this situation is going to grow more acute as time goes on. Not in all lines. For example, Toasted Corn Flakes. No more than three or four manufacturers make toasted corn flakes, and the market is therefore not crowded with brands.

But on the other hand, take laundry soaps. There are laundry soaps to burn, and more appear each day. Among the manufacturers of these it is a constant struggle to get retailers to handle them—to force them on consumers who do not want them, to stock more new brands though they already have too many. With many the chief problem is to get consumer distribution. "We can sell to retailers," they say, "what we need is something that will move the goods from the retailers' shelves." Such goods do not move from the retailers' shelves because there is not the smallest call for them. They are not distinctive; they possess no point of difference from a dozen competitive brands, and they therefore have no appeal which all their competitors do not also have. It is a pretty hard job—selling goods like this. When you remember that soap is but one of a hundred lines in the same position, it is evident that there are quite a number of manufacturers who have a strong incentive to open their own retail stores. Very possibly the retail trade would be glad if they did.

New Plan to Exploit Westfield Standard of Purity for Food Products.

"Ladies' World," a New York Woman's Magazine, Joins With Several Manufacturers Whose Goods Conform With the Westfield Standard, to Exploit Purity Idea in About One Hundred Daily Newspapers.

The "Ladies' World," a New York publication going to women, is operating in connection with several well-known manufacturers, a particularly clever plan for the advancement of the cause of pure food.

The plan in a nutshell comprehends the weekly publication in one hundred daily newspapers in various parts of the country of what is called the "Westfield Pure Food Page." This page is devoted to the advertising of food manufacturers whose goods conform with the famous Westfield standard of purity, which is as follows:—

> Foods shall not contain added alum, copper, formaldehyde, sulphurous acid or its salts, boric acid or its salts, benzoic acid or its salts, formic acid or its salts, hydrofluoric acid or its salts, salicylic acid or its salts, nor any other non-condimental preservative.
>
> Foods shall not be colored with coal-tar dyes, nor with poisonous vegetable colors, nor be contaminated with inert fillers, nor shall any substance be taken therefrom or added thereto so as to injuriously affect their quality, strength or purity.
>
> Foods shall be packed and sold under sanitary conditions and package goods shall bear no dishonest label nor labels bearing any extravagant or obscure statements.
>
> For protection to yourself and your family, see that you buy only foods and beverages that are certified under "The Westfield Standard."
>
> You will then be buying only products of high food value—wholesome and pure.

These manufacturers, or rather their products, are as follows: Crystal Domino Sugar, Whole Wheat Biscuit, Karo Syrup, Diamond Crystal Salt, Dromedary Dates, Good Luck Oleomargarine, Knox Gelatine, Wrigley's Spearmint, Norwanna Dates, Royal Baking Powder, Postum, Peek's Tea, Pompeiian Olive Oil, Carnation Milk, Mueller's Macaroni, and Lowney's Cocoa.

An important part of the plan is that Prof. Lewis B. Allyn, the Westfield chemist who originated the Westfield standard, answers all questions on food subjects sent in by readers of the newspapers participating in the plan.

The New York Letter

Many Rumors About New York Department Stores' Bad Condition Due to Poor Business. Sharp Coffee Fluctuations for Year. Wheat and Flour Make Sensational Advances. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Jan. 8, 1915.

One of the sensations of the week has been a soaring wheat market, which reached $1.42 per bushel. This is the highest price by far since 1898, the year of the Leiter corner, when the price reached $1.85. The main reason for this is the enormously heavy export demand. In two days of last week it reached 5,000 bushels. This is reducing the available supply in this country quite rapidly, and if it kept up it would mean that after six weeks more we would have no more wheat available for export. Wheat is now being exported to Sweden, Italy, England and Holland. Another cause of the advance is the situation in the Argentine Republic. Although there is plenty of wheat there, great difficulty is being experienced in moving it, and buyers who would otherwise have taken that wheat are compelled to come to this country for it. At the present writing the market is very firm and excited and may go still higher. Flour, of course, advanced with it, and in 24 hours the advance was 55 cents per barrel. Since last August the advance is about $2.

* * *

There have been a great many rumors here during the week about the financial condition of the big department stores. It has been reported that holiday business was very bad and that in consequence a number of them are in difficulties. It has been said that Stern Bros. might go out of business or sell out to Marshall Field & Co., of Chicago; also that Lord & Taylor were to go into liquidation or combine with Jas. McCreary & Co.; also that Gimbel Bros. were to close their New York store, etc. These rumors could not be confirmed and the stores in question all denied having any such intentions. It is generally admitted, however, that holiday business in this city was not good. The average difference is said to have been about 10 per cent. below last year, although in some cases this year's business was better than last year. There are a great many department store clerks out of work.

The annual statement of the Diamond Match Co. has come to be considered an index of the condition of business. The statement for 1914 is somewhat under that of 1913. Profits of last year were about $1,500,000, as compared with $1,775,815 the year before. The company considers that satisfactory under the circumstances. The main reason for curtailment of profits was not curtailment of business so much as an advance in the cost of many ingredients.

* * *

The local Merchants' Association is opposing bills now pending in Congress to establish standards of purity for various kinds of fabrics, after the manner of standards of purity contained in food laws. The Association says that it is in favor of some kind of a measure of this sort, but does not agree that the draft now pending is good. The association claims that it wants a law patterned after the British Merchandise Marks Act.

There are 10 or 12 of the pure fabric bills pending in Congress at the present time. These all provide that cloths, other fabrics, leather, etc., shall bear labels showing the real quality and character, the purpose of all of them being to eliminate the frauds and substitutions which now exist in large quantities.

* * *

An interesting fact was developed during the annual meeting of the Coffee Exchange, which was held on Thursday afternoon. It was stated that during the year quotations for coffee futures ranged all the way from 10.41 to 3.43 cents. The spot quotations for No. 7 Rio coffee fluctuated from 9¾ to 6⅛ cents.

Summarized Market Conditions.

Tea -quiet; fair inquiry; Ceylon-Indias steady to firm.—Coffee firmer, especially futures, with slight advances due to stronger statistical position. Actual coffees also slightly firmer.—Raw sugar firmer and slightly higher on bad crop news from Cuba. Refined unchanged, but Federal quoting 5.05 cents; all refiners taking business at 4.95 cents.—Prunes unchanged and quiet. Smaller sizes scarcer than the large, and firmer. Peaches, apricots, raisins, steady and quiet.—Trade awaiting canned goods pack figures; demand quiet. All lines unchanged.—Wheat much excited, and shows marked advance for the week. Sales very heavy for export. Durum wheat, used for macaroni, has advanced to $1.99 per bushel, the highest price ever paid. Ordinary wheat reached $1.42. The situation very firm, with other advances probable.—Flour advanced in sympathy and touched $7 per barrel. Demand not particularly active, though there was some movement for export.—Provisions easier on account of liberal arrival of hogs at Western packing points.

Radishes average $3.50 per hundred; demand fair.

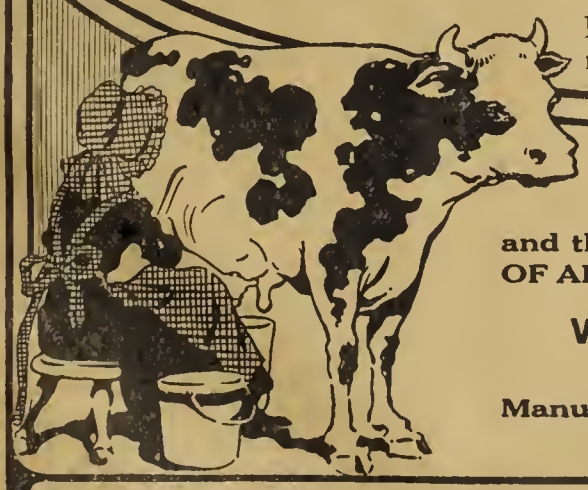
The Keenest Business Men in the Grocery Trade Push the Sale of Dandelion Brand Butter Color

Follow the example of the country's most prosperous and progressive retail grocers. Push the sale of

Dandelion Brand Butter Color

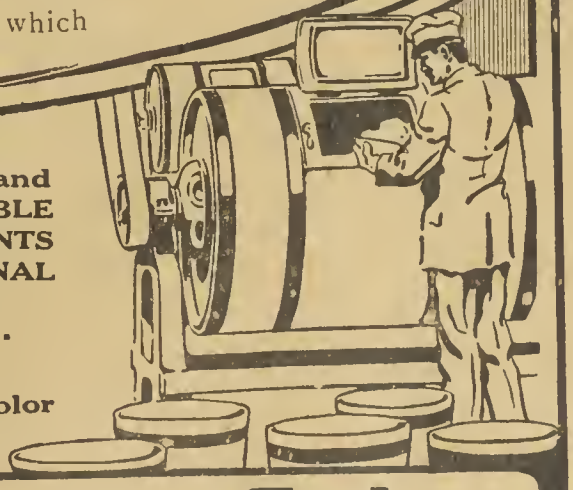
It holds satisfactory profits for you and will increase the income of those who purchase it from you.

It gives butter the true June shade, which makes it bring top price.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand Butter Color
The color with the golden shade

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

A Crispette Machine.

Lehighton, Pa., Jan. 6, 1914.

To the Editor.

Dear Sir:—I want to purchase a machine for making Crispette and other popcorn products. Can you give me the address of such a manufacturer? I think there is a regular Crispette machine on the market.

Awaiting an early reply, for which I thank you in advance, I am,

Yours truly,
D. S. KRAMER.

W. Z. Long, Springfield, Ohio.

* * *

Who Knows the National Automatic Vending Machine Co.

Pedricktown, N. J., Dec. 31, 1914.

To the Editor.

Dear Sir:—I am inclosing stock application blank of the National Automatic Vending Machine Co. White & Burns, of your city, are the promoters, as you will notice.

Will you kindly advise me what your opinion of this concern is, also what you may know of the promoters of same? The scheme looks good to me, but you can never tell a man from the clothes he wears.

Thanking you in advance, I remain,

Yours truly,
P. P. SWEETEN.

The National Automatic Vending Machine Co. is not listed by the mercantile directories, and nobody seems to know anything about it. The "fiscal agents" are stated on the subscription blanks to be "White & Burns," of Philadelphia, but we have not found anybody who knows these gentlemen, either.

We advise going very slow in investing money.

* * *

Phillps Cocoa in Philadelphia.

Bridgeville, Del., January 2, 1915.

To the Editor.

Dear Sir:—Can you tell me who handles Philips' cocoa in Philadelphia?

Yours truly,
LUTHER G. WRIGHT.

H. Kellogg & Sons, 26 S. Front St., Philadelphia.

* * *

Catering Both to Wholesale and Retail Trade.

Halifax, N. S., Dec. 28, 1914.

To the Editor.

Dear Sir:—Will you kindly furnish us with the name of any grocery concern that you may know of who cater to both wholesale and retail trade?

We are interested in a grocery house in this city which has an annual turnover of about $1,000,000, nearly one-third of which is retail, and with a view to making certain needed improvements would like to know of some house doing a similar business with whom we could communicate.

It is proposed to separate the wholesale only from the retail business in the concern to which we refer, and our principal reason in wishing to obtain the name of a similar grocery house is in order to ascertain how they have dealt with the same problem.

If you can give us the names of a few houses in the United States or Canada, or both, doing business along the lines above indicated, we shall be greatly obliged.

Yours truly,
CANADIAN INVESTORS, LIMITED.
D. S. Hart.

The tendency in the United States is directly against catering both to the wholesale and retail trade. So tender, in fact, are the organizations about this sort of thing, that we do not know of one large wholesale house which to-day openly caters to the retail trade, or does much of it, though a few of them do a little.

Of course, there are large retail stores which call themselves "wholesale and retail," and they are willing to sell other retailers, but few retailers will buy of another retailer.

* * *

What to Do For Weevils.

———, Pa., Dec. 30, 1914.

To the Editor.

Dear Sir:—I have some trouble on hand, as I have weevils in my store, and how they got in I do not know, unless through some shipment of breakfast food shipped me from some jobber. I am going to ask you for assistance. Can you tell me somehow or way to get rid of weevils? They have gotten into my breakfast foods, flour and macaroni. I have used white wash, creole and different kinds of powder and yet cannot get rid of them. It makes me think pretty hard, so I thought of you and I hope you can direct me or give me some information.

The meth millers fly around through the store and when I am waiting on customers and see one I feel like quitting my customer and going after him. This has been giving me lots of trouble for some time, and I have been trying everything I know of, so I hope you can help me out.

I keep my breakfast foods on the top shelf and macaroni on middle shelf.

Thanking you in advance, I beg to remain,

Yours truly,

* * *

An expert cereal man who was consulted about this says that the first thing to do is to throw out all commodities infected with the pest, and then apply air slack lime. Following is the formula for making a half barrel, which is probably much more than you would need, but it will show the proportions of the ingredients. Slack one-half bushel of lime and mix it with one pound of table salt dissolved in warm water, to make it adhere. For whitening, add one 5 cent bottle of bluing. Next add one pound of carbolic acid. Apply to shelves like whitewash.

* * *

Wanted.—A Cash Carrier System.

Federalsburg, Md., Jan. 1, 1915.

To the Editor.

Dear Sir:—Please let us have a price list on cash carrier system.

Yours truly,
LONG BROS. & Co.

We have referred this correspondent to Jos. L. Baldwin & Co., 350 W. Madison street, Chicago, Ill., makers of a cash carrier system.

* * *

Who Packs Golden Gem Syrup.

Harrisburg, Pa., Dec. 30, 1914.

To the Editor.

Dear Sir:—Would you be kind enough to inform me who puts up the Golden Gem table syrups?

Thanking you in advance for a reply I remain,

Yours truly,
FRED. LONDON.

We have not been able to learn who packs Golden Gem syrup. Are you sure you don't mean Golden Crown Syrup, which is packed by Stewart-Kratz Co. of Baltimore, Md.

* * *

Selling Oleo Without a License.

———, Pa., Jan. 2, 1915.

To the Editor.

Dear Sir:—I have customers who give me orders for oleomargarine. Would it be against the law for me to buy from a licensed dealer to fill orders for my customers, paying this dealer the retail price? I have no license for selling oleo.

Thanking you in advance, I remain,

Yours truly, P.

You have no right to sell oleomargarine in this way—for this would be selling without a doubt—unless you have a retail license.

Contributed.

The Past Year and Imported Fish Products.

Men in the Business Have Done Fairly Well and Made Good Profits. Norwegian Mackerel Trust Said to Have Collapsed.

The year 1914 has almost passed into oblivion, but what has come to pass during 1914 will not easily be forgotten by this present generation. Looking back upon it, from a business standpoint, and from the standpoint of our particular line, which principally embraces food products, we do not believe that many of us have reason for complaint. The old proverb, "It's an ill wind that blows no one any good," has proven itself again, and people in our line established in the United States while this terrible war is being raged we are sure would have gladly foregone the extra profit that we made when the war started if we could have prevented the war from starting at all. Now it is on and it will be fought to a finish. Let us hope and pray that universal peace will soon again reign upon the earth, and that universal prosperity may make us forget the horrors of the present situation.

Taking the various principal lines that we handle, one by one, we will first consider herring. Of course the business in Holland herring has been much smaller than usual, because shipments have not been forthcoming, but prices have been satisfactory all throughout the season. Arriving shipments found ready sale on account of the scarcity of the goods, and to day prices for Holland herring are higher than they have been at this season of the year for a great many years past.

In Scotch herring quite a large business has been done, but prices have not always been tending higher; on the contrary we have seen quite some slump. At the present time the market for Scotch herring is rather normal and demand fair.

The business in imported sardines has been quite satisfactory during the last year. It is true that we have not had sufficient stock either of French, Portuguese or Norwegian sardines. The catch of French sardines has, as usual, been a very poor one, and they really do not enter into calculation at all. The few French sardines that are coming over are always sold, as they have been during the last five years at very high prices indeed. Portuguese sardines have been short. For months we have been without suitable stock and have been unable to supply the demand. At the present time stocks are rather small, and if the demand which is just fair at the present time should improve, which it is likely to do, there will be a scarcity of Portuguese sardines, and present prices, which are normal and rather low, will show a definite advance. The catch of Norwegian sardines has been a failure this season. No one can deny that. We have been getting driblets right along and by great efforts we have succeeded in getting half way sufficient to cover the immediate demand. We have been paying big prices for smoked sardines, in fact, higher than we have paid in several past seasons, and we have been selling Norwegian sardines at the very smallest imaginable profit owing to very strong competition, in spite of the scarcity of the article. At the present time there is just a fair hand-to-mouth demand. Prices are

ready and we believe tending igher, although stocks are very mited. The winter fishing should e going on now and we sincerely ope that it will be a successful one ecause we need Norwegian sar-ines very badly.

The Norwegian mackerel situ-tion has not been an entirely satis-factory one during this season. At first prices were very high and going higher. Then all of a sud-len, when the goods arrived here, nd when it was found that a great many of the lots were not of satis-factory quality, there was a heavy slump and prices went down to the evel at which they are now. Of course we cannot blame buyers if they refuse to pay good prices for poor stock, but the Norwegian mackerel here that is good we be-lieve is good property and will bring a fair price, and better prices than are now prevailing before long, when the demand for mack-erel starts in again. It will be re-membered that shortly before the Norway mackerel fishing starts this past season a combination had been formed in Norway, a so-called trust, and from what we hear now this trust has either been dissolved or is standing on its last legs. Of course we merely report this from hearsay, and what has been told to us. We do not know anything posi-tive about that, but we have always been against trusts. This great country does not need trusts in foodstuffs. Let every one paddle his own canoe. There is room for everybody in this great wide coun-try of ours, and straightforward honest competition is good for busi-ness. At least this is what we be-lieve, and we practice what we preach.

GUSTAV PORGES,
Secretary Strohmeyer & Arpe Co.
New York, N. Y., Jan. 5, 1915.

Brazils' Current Coffee Crop.

The 1914-15 coffee crop of Brazil (Rio and Santos) is estimated at 9,000,-000 sacks of about 132 pounds. The crop of 1913-14 was approximately 11,400,000 sacks, and exports amounted to 11,291,784 sacks. The season is reck-oned from July 1st to June 30th. Of the crop of 1913-14 the United States took 4,256,691 sacks, and Germany, France, the Netherlands, Austria-Hun-gary, Italy and Sweden took most of the remainder. Of the crop of 1914-15, 2,253,159 sacks have been shipped up to date, of which more than half has gone to the United States. Exports of coffee from Brazil during the last 10 years were as follows: 1904-05, 7,174,557 sacks; 1905-06, 7,280,162 sacks; 1906-07, 13,874,-113 sacks; 1907-08, 8,515,244 sacks; 1908-09, 9,381,867 sacks; 1909-10, 10,278,215 sacks; 1910-11, 9,440,495 sacks; 1911-12, 9,143,685 sacks; 1912-13, 8,820,392 sacks; 1913-14, 11,308,345 sacks (including 16,561 sacks in the coasting trade.)

Pennsylvania Organization Notes.

The annual meeting of the Pottsville Merchants' Association was held on January 4th and the hall was crowded. Visitors were present from Mahanoy City, Minersville and Tamaqua. The Pottsville Association lost all its rec-ords and the furnishings of its hall in the late fire. Officers for the present year were elected as follows: President, F. W. Bausum; vice-president, E. E. Schalseman; treasurer, Harvey Mans-bach; secretary, H. R. Knapp; financial secretary, T. E. Hummel; directors. Clarence Messersmith, Simon Yedinsky, W. G. Payne, Geo. W. Zeh and Thomas Lawrence.

After important routine business had been disposed of, Organizer Smedley delivered an address on "The Educa-tion of the Business Man." Arrange-ments have been made for permanent quarters. It has been decided by the Pottsville Association to hold a district convention at Pottsville in the Y. M. C. A. Building on February 18th. A morn-ing and afternoon session will be held, and to this convention every merchant in Schuylkill County will be invited. The Pottsville Association has the true missionary spirit and will lead in a movement to organize the merchants of this rich region.

The association now has in progress a school children's essay contest on "Home Buying," which promises to be a big success. This association takes a keen interest in civic affairs and is one of the most progressive associations in the State.

* * *

Mr. Smedley was booked for a meet-ing at St. Clair on January 5th, but the meeting was postponed, due to some local conditions, which prevented an at-tendance.

* * *

Mr. Smedley addressed the merchants of Bradford and Wyoming Counties at Wyalusing on January 7th. Par-ticulars of this meeting in the next issue of the "Modern Merchant and Grocery World."

* * *

This week Mr. Smedley will speak at Nanticoke, Chambersburg and Hones-dale.

* * *

The district convention to be held at Pottsville on February 18th will be a big event and every merchant in the district who attends will be well re-paid. A programme is being prepared which will be of intense interest and will deal with practical and educational topics. Several speakers of National fame have already been engaged. The object of the convention is to more closely unite the merchants of that dis-trict. For particulars address H. R. Knapp, chairman of the Executive Com-mittee, Pottsville, Pa.

Cold Weather Specialties:

Fresh Sausage, Scrapple, Souse, Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Cor-rectly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubt-ful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Souse

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and un-adulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

The Grocery Markets

Tea.

The market shows no particular change for the week. The firmest lines are Ceylons and Indias, which, by reason of scarcity and good demand, are quite strong. In primary markets they have made a rather substantial advance during the week. The general line shows no change for the week, but everything desirable is at least steady. The demand during December was rather unusually good according to holders.

Coffee.

The coffee market continues in the same dull and weak condition that it has been for some weeks. The future market made some slight improvement during the week, but this has not yet affected actual coffees. Figures issued during the week showed that the demand had consumed more of these than the trade thought. There is, however, still enough coffee to go 'round. Conditions in Brazil are also said to be slightly better. Actual Rio and Santos coffees are exactly where they were a week ago, with perhaps a little better undertone. The demand is only fair. Mild grades are all unchanged and quiet, as are Java and Mocha.

Canned Goods.

Tomatoes are precisely where they have been for several weeks. The market is practically 65 cents for Maryland 3s, f. o. b. factory, although there are still rumors of sales below that. No figures are as yet obtainable as to the 1914 pack, but everything indicates big figures when they come. Corn is in fair demand. Prices unchanged. Peas quiet at ruling prices. California canned goods show no change whatever and very little movement from first hands. The consumptive demand is fair. Apples are ruling at the same price as for several weeks; demand light. Small Eastern staple canned goods unchanged and dull.

Sugar.

The sugar market is unchanged from last week, all refiners being now on a selling basis of 4.05 cents for granulated. The situation is made considerably firmer by the continued shortage in the new crop of Cuban sugars, which up to date is very much under last year. It is believed that as soon as the Cuban situation straightens itself out, prices will be somewhat lower. The consumptive demand for sugar is quiet.

Syrup and Molasses.

Glucose is unchanged for the week, although some quarters are predicting an advance, owing to the firm corn situation. Compound syrup is unchanged and seasonably active. Sugar syrup and molasses both quiet and unchanged.

Fish.

There is very little demand for mackerel. The market is very quiet and prices are about unchanged from a week ago. Reports continue that the Norway combination is defunct. Cod, hake and haddock are unchanged and in fair demand. Salmon of all grades is quiet and steady at about the opening figures. It seems to be selling from second hands on a very low priced basis. Domestic sardines are unchanged and dull.

Dried Fruits.

Prunes show no change for the week Demand only fair. Peaches and apricots are very low, but show no indications of advancing. Demand is not very heavy for either. Raisins are fractionally higher on the coast, as reported last week, but on spot are unchanged. The demand is light. Currants, dates, figs and citron are all unchanged and quiet.

Beans and Peas.

Domestic pea beans have advanced another notch and the average quotation in a large way is now $3 per bushel. Marrows are firm at $4 in a large way California limas are unchanged and quiet. Green and Scotch peas still very high and dull in consequence. They are not selling at all, and it may be that holders will see the wisdom of lowering prices somewhat.

Butter.

There is an active consumptive demand for all grades of butter and the market is steady at unchanged prices The receipts of strictly fancy butter are very light; so are under-grades, which likewise meet with ready sale. Stocks of storage butter are considerably less than last year and the market is healthy throughout. No change seems in sight.

Eggs.

The receipts of new-laid eggs are extremely light, as they have been for some time, and the market shows an advance of 2 cents per dozen. Storage eggs are in ample supply, and show an improved consumptive demand at 1 to 2 cents above last week. The receipts of eggs will increase within a short time and the market should decline.

Cheese.

Stocks of cheese are about normal for the season and the consumptive demand is fair. Prospects point to a steady and unchanged market until the demand increases. When that happens prices will probably advance.

Provisions.

All cuts of smoked meats, including picnic, regular and skinback hams, together with bellies and bacon, are steady at prices about unchanged. The consumptive demand is light. Both pure and compound lard are unchanged and firm, with an increased demand reported. Barreled pork in steady at decline of 50 cents per barrel. Dried beef and canned meats in little demand at unchanged prices.

INDIVIDUAL MARKET REPORTS

Spices.

The market is active, the demand having increased very much this week Prices are steady and slightly higher The tendency is upward.

Peppers.—Are firmer on spot and in fair demand. We look for an increased demand over the winter and early spring months. On account of the scarce supply here, parcels en route will bring a good price as soon as they reach the market.

Cloves.—Spot stocks are reported small and little is en route. Higher prices are likely.

Nutmegs.—110s and 80s in small cases Very scarce and some little higher Grinding grades also very scarce. Indications point to still higher values.

Gingers.—Move slowly. There is practically no news as to new crop Spot stocks, however, are small.

Tapioca.—Steady and in good demand. The article looks to us as a safe purchase at present values.

Seeds, Herbs, Etc.—Stocks are unusually small. This applies to nearly everything throughout the list. Cummin is scarce and firm. Poppy very firm, has advanced and will likely go higher. Caraway also due to advance

McCORMICK & Co.

Baltimore. Md.

Rice.

The market for the past week was without any feature of special interest The demand continued light, as might be expected, since it was the last week of the old year, and quite naturally the trade were looking forward to the usual stock-taking period and, therefore, not disposed to add to their holdings except to cover actual requirements. The market, however, holds strong and the general trend of prices is steadily tending towards a higher plane. It is conceded that the movement of the crop this year has been quite unprecedented and is now going out at such a pace that the bulk of the remainder will have passed into millers hands by or before March The export demand still holds prom

KIRK, FOSTER & CO. WHOLESALE GROCERS. 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

Quality Talks

We recognize the fact that there is a growing demand for a really good quality of Baked Beans, and have had one of the most reliable packers in the country prepare and pack for us goods of a superior quality under our

KIRK, FOSTER & CO. WHOLESALE GROCERS. 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

Quaker City Brand Pork and Beans

No. 3 cans, 2 doz. in case, plain . . . $1.00 per doz.
No. 3 cans, 2 doz. in case, sauce . . . 1.05 per doz.

Guaranteed as Represented

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

ent position in the situation and tends o keep prices firm. Conditions continue o give the planters control and millers re, therefore, obliged to accept the resent market for rough or close own.

Advices from the South along the Atntic coast show a little more hopeulness, and are looking for decided imrovement in the near future. Prices re somewhat firmer, due to trading ecessitated by low stocks in the hands f the trade, who were obliged to relenish.

In the Interior, Southwest Louisiana, Texas and Arkansas, the mills report ctive demand for all grades. The ough rice situation is being kept well n hand by the farmers, who are denanding full figures.

D. Talmage's Sons Co.
New York and New Orleans.

MARKET NOTES.

Florida oranges are plentiful enough for the present demand, but all the same are coming forward in only about half the volume as some time ago. The range is $2 to $3.50; quality very fair.

Some fine Florida strawberries are coming this year and at reasonable prices— 30 to 45 cents per quart. The demand is fair.

Florida salad ranges from $1.25 to $3 per hamper, according to quality. The demand is fair.

Florida beans range from $1.50 to $2.50; demand slow.

Some Florida tomatoes are coming but many are poor and range at $1 to $1.50 per crate. Good would bring $2.50 to $3.

Florida peppers, if fancy, will bring $3, which is relatively a high price.

Florida eggplants range from $2 to $3, and squash at $1.75 to $2.50. The demand is fair.

New Bermuda potatoes are not very abundant and are in very light demand. The average price is $6 per barrel.

Boston hothouse cucumbers range from $4 to $10 per box. The demand is quiet.

New rhubard is coming from Michigan and commands 75 cents for a large bunch.

GENERAL INTEREST

Team Owners Lose Case Against Railroads.

The Philadelphia Team Owners' Protective Association has lost its case, filed with the Interstate Commerce Commission against the Philadelphia & Reading Railway Company, against alleged unreasonable and unjustly discriminatory rules and regulations covering tail board delivery and receipt of freight in less than carload lots at Philadelphia terminals. The Philadelphia teamsters contended that they were discriminated against in that all inbound freight consigned to certain firms, or in the care of certain teamsters, is segregated and placed in one location in the freight warehouse or on the pier, where it may be readily obtained, whereas freight consigned to other persons or firms is not so segregated, but is placed in the sections with other merchandise. In answer to this the carriers explain that some consignees receive daily a volume of freight so large that if spread out over the station floors by commodities or carloads so much floor space would be required as to materially retard the delivery of freight to the public generally. In order to expedite the handling of the freight, as well as to conserve the floor space, the carriers have adopted the practice of segregating the shipments intended for the consignees or teamsters who receive daily a considerable volume of freight and who undertake to remove it early each morning. There is no discrimination, the commission says, in this practice, however, for the evidence shows that any consignee or teamster who is able and willing to observe the requirements as to volume of traffic and prompt removal of goods may have his freight so segregated if he desires. This is a reasonable practice, resulting not only to the advantage of the railroad through efficiency of station operation, but also to the general public and the teamsters who, under the prevailing system are obliged to go upon the station platforms to obtain their goods.

Government Brings Another Big Oleo Suit.

As a preliminary step toward the collection of $9,015,029.07 in back taxes, alleged to be due the Federal Government from the old Capital City Dairy Co., a New Jersey concern, Harly E. Burns, Assistant United States District Attorney, announced in Columbus, Ohio, last Wednesday that he will appear in Federal Court on Saturday and request the appointment of a receiver. Suit for the recovery of $9,015,029.07 was filed in Federal Court on Wednesday.

Here is Your Opportunity to Make Your McCaskey Account System Fireproof.

The McCaskey Register Co. have recently perfected the McCaskey Safe Register, to be used in connection with the McCaskey Account System. It has taken over four years to perfect this cabinet, but the time has been well spent, as they now have the best protector against fire yet produced.

Some of the special points are: The cabinet is jointless, being pressed from cold drawn steel, with walls an inch thick, filled with a secret composition that makes the one-inch walls equal to ten inches of fire brick. The cabinet practically hermetically seals itself, so that it is impossible for oxygen to enter, and without oxygen there can be no fire. The leaves are *all metal,* of special construction, and are made easy to operate by an ingenious counterbalancing device which automatically overcomes the weight. The index is visible and interchangeable and of greater capacity than any other account register. The cabinet is finished in dull rubbed black enamel that will last forever with proper care. The cabinet locks in three places on the inside, so they are protected from any kind of mishap.

The McCaskey Co. have now made their system invincible by this fireproofing arrangement.—Advt.

GIVE YOUR TRANSIENT

cash buyer a chance. Sell him a coupon book and get all his trade. Hold your credit customers in check by having them use our

Indexed Coupon Books

Let our books relieve YOU of losses—forgotten charges—disputes—95 per cent of your book-keeping, etc. Will get the cash—hundreds of merchants have used them for years—there's a reason. All sizes—inexpensive—F. O. B. destination. Most convenient book made.

WE HAVE SOLD MILLIONS OF THEM!

We want you as a customer. Free samples on request. Ask for them.

J. P. FORBES, Forbes Building, Coshocton, Ohio

Advertising Hasn't Done It

¶ **Wheatena** is one of the exceedingly few cereals that have attained a vogue and held it without enormous advertising. Each year of our business the demand has increased, not at all through advertising—though we have regularly done some—but through the merits of the product. **Wheatena** is the greatest repeater on the cereal list.

¶ The tender hearts of selected wheat.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association

VOGT'S PHILADELPHIA SCRAPPLE

LIBERTY BRAND

"Select Pork" and fancy cornmeal

Don't Just Ask for Scrapple Ask for

VOGT'S Canned Philadelphia SCRAPPLE

LIBERTY BRAND

Only Canned Scrapple

It is the food that makes for sturdy strength, as is nourishing and economical.

Packed while hot in Sanitary cans containing 20 oz. net weight, delightfully flavored and spiced, guaranteed to keep until used—not affected by temperature changes. THE THRIFTY HOUSEKEEPER will ask her dealer.

Send order either to your wholesaler or to us mentioning his name

$1.80 per Dozen—2 Dozen to case

FREIGHT PREPAID ON 5-CASE LOTS

We will be pleased to send you free a couple of sample cans for use in your own home to test it, on request.

Phone, Preston 4913

F.G.VOGT & SONS INC. PHILADELPHIA

It may be prepared in many ways. This is one way—

Try fried Scrapple with boiled or poached eggs. This makes a savory combination.

Dry Goods—Notions Knit Wear

Price Situation In Serges.

When quotations were to be named for fall delivery of staple worsted serges the usual prices were not in evidence. On certain qualities it appears will be met with a rise of 1c. a yard, the prices for which have been maintained. One of the leading lines is offering serges at 1c. to 2c. a yard lower than a year ago, compelled to do so by the most successful and competitive in the trade. Another reliable place if the price reports is that one of the leading producers is offering some all-the-year-round numbers for fall delivery at prices that are practically the same as in July last, or about 7½ cents a yard over a year ago. They are stock goods, but the sellers will not give full dating on merchandise bought at these prices.

—

Urging Adoption of Grays, Blacks and Whites, in Place of Colored Goods.

While a wide difference of opinion exists regarding the stocks of dyestuffs available in the manufacture of dress goods, hosiery, ribbons, silks, etc., the jobbers and the most skeptical, much stress is laid upon the scarcity by many manufacturers. The hosiery mills are particularly emphatic on the score of a sharp curtailment in coloring material. In view of this producers in various lines are strongly urging the general adoption of grays, blacks and whites in all lines of merchandise. On this phase of the matter the Textile Manufacturers' Journal says:

With the principal source of dyestuff supplies closed to them it is not surprising that European textile manufacturers who are still free to seek the world's trade should concentrate their activities in an endeavor to establish a vogue for black and white. It did not require unusual foresight to predict such a development, and it should not require much business acumen on the part of domestic manufacturers to grasp the possibility of following the lead of French silk manufacturers. The scarcity of dyestuffs has already been felt in selling circles with the same emphasis that one develops when the prices are unstable. The situation is greatly relieved, and it is now possible to determine accurately what can be done in the way of production for 1915 and what must be left undone.

—

A Brand New Idea in a Union Suit.

What is described as the "most complete novelty" ever planned for men's underwear is said to be in the market. It is a union suit with only one button, it stays in place even if the flap is unbuttoned, and is less likely to be torn by the laundry. It is claimed to be a brand new idea, and is known as the one-button suit.

—

Goods for the January Sales.

For the first week in January Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "As usual, the closing week of the year has been quiet in wholesale dry goods distribution. Shipments on current orders, however, have run ahead of those of the corresponding period a year ago, and more buyers have been in the market. Merchants from many sections of the country report a satisfactory holiday business. Retailers are entering the new year with low stocks and they have not placed heavy advance orders for spring merchandise. This gives a sound basis for beginning the dry goods trade of 1915."

The John V. Farwell Co. advise as follows: "Continued cold weather has increased the demand for wool dress goods, sweaters, knit headwear and heavy goods of all kinds. From letters received and information picked up from road salesmen, there is warrant for the prediction that sales of this class of merchandise during January will be larger than for a good many seasons. Advance business in white goods has been largely in plain line weave fabrics, voiles, organdies, rice cloths, lace cloths and fine yarn fancies. Some brands of standard bleached goods which were recently reduced in price are now placed 'at value' by agents. An advance is expected. Many retail distributors are showing a tendency to buy from open stock, especially for their January sales.

"American manufacturers are looking for new ideas for the fall of 1915 season, feeling sure that they will be able to hold the American market. English manufacturers are also making strong bids to continue for fall fabrics, now being delivered, as they recognize that America will be a safe market for the coming year. Deliveries of French and German fabrics are very uncertain. Lower prices on sheets, pillow slips and bedspreads have caused a brisk demand for these goods to supply retailers' January special sales. Crepe de chines, crepe meteors and messalines are selling well."

—

Further Large Call for Certain Cloths.

While the retail trade becomes more active, which jobbers and manufacturers are counting upon to stem material [illegible] there will be a further large call for such cloths as organdies, lawns, voiles and crepes. The extreme coarser fabrics of the recent order have passed out their place being taken by fine sheer fabrics. It is expected that white and tinted goods will run side by side in about equal volume during the retail selling season, and it is noticeable the small town general stores is keeping tab on what the city dealer is handling, with a view of not only getting next, but of being ready with the same class of merchandise, having the extreme novelties and bizarre fancies, from the start. A preference is being shown for lines in these fabrics that retail under 35 cents a yard and above 12½ cents.

For waists, lawns, organdies and voiles are being used in fully as large quantities as last year. There is every indication of a good season in white skirts, possibly of pique and duck, once it is determined that the new flare skirts for summer wear will be widely popular. It is contended there will be a great deal of home dressmaking during the coming year in consequence of the desire of people to use cotton dresses more freely. There is a general agreement in the belief that piece dyed fabrics of the heavier classes will not be sold as freely as usual this year. Quilts are being offered at attractive prices.

—

Activity in Cotton and Wool Blankets.

Last week the cleaned up condition of blanket stocks in the hands of all retailers of any grade was made evident by the brisk buying of these goods when the new lines were opened. Secondary distributors bought freely and the revised prices named proved decidedly attractive to merchants who know values in well-made blankets. Advance orders for later delivery were numerous, indicating a large and broad distribution. Jobbers were particularly anxious to secure generous stocks, as they felt the dealer is in a position to purchase these goods on sight, as their stocks have been greatly reduced.

—

Staple Silks and Ribbons.

In some of the staple silks prices are firmer, such as crepe de chines, which have been selling at a very low figure. Crepes, therefore, are continuing to be representative of the general state of the silk market. An advance of 10 cents a yard has been announced on some lines. The impression is that large quantities of crepes will be called for, preliminary inquiries from merchants being indicative of this tendency, and the leaning is toward the better and standard weaves. There is not much talk of increased prices in other staple fabrics, such as messalines and taffetas. In fact, manufacturers of these silks are figuring on an advance of 2½ cents a yard.

Velvet ribbons are most popular and a good demand from retailers for narrow velvets is noted for several weeks; so much so that a scarcity is reported. A trend toward wider ribbons, however, is looked for, especially as many jobbers carried over pretty big stocks of these goods from last spring.

—

Reject Delinquents' Orders.

Backward buying on the part of not a few merchants is candidly confessed to be accounted for by weak credits. A fresh instance of this is offered by a neckwear manufacturer, who sells largely to general stores, and whose business fell off 25 per cent. during the past year. The owners attribute the most of this loss to their refusal to fill a number of orders. Like many other manufacturers, the neckwear concern had slow collections. When it was offered business for the winter season the firm made it a rule to ship no goods to retailers whose accounts were 30 days, or more, past due. As a result of this determination to force payment or ship no goods, the manufacturers found it expedient to curtail their output. As the dealers failed to "come through," it is possible other neckwear people supplied this needful stock and took chances.

Boots Shoes Findings

Footwear Briefs.

The disappearance of the button shoe in favor of the laced kind during the fall and winter seasons is pretty hard to explain, according to the manufacturers and wholesalers. It is conceded the consumer or wearer has had little, if anything, to do with the radical changes. Shoe men declare that a button shoe is the most attractive on the foot when properly maintained; that is, when the stretch of the upper has been properly taken care of by resetting the buttons, which is generally neglected by dealers. Lace shoes are claimed to fit better; but after all the shift is credited to one of fashion's whims.

One thing which has brought about the introduction of the cloth top boot was the scarcity of upper leather. From a shoemaking point of view, unless an extreme contrast is made between the vamp and top as to color of cloth used, it makes a very neat looking shoe and is as serviceable as leather. The cloth will conform to the shape of the ankle much better than leather; also, it never becomes hard.

Very little perforation is seen in the better grades of either men's or women's shoes, especially in tips, which are perfectly plain. In fact, no well dressed person would at this time wear a shoe with a perforated vamp. The small town merchant, judging from the spring orders placed either with the manufacturer or wholesaler, is wise to this fact.

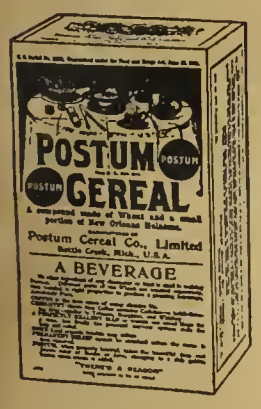
—

Stimulating Sales With a Card System.

A card system of keeping track of customers is a capital plan for a merchant handling shoes. In other words, keep the size, date of purchase, price and style number of each purchase, together with the name and address of the buyer. A few suggestions how a card system can be used follow: Suppose the dealer gets in a new style $3 shoe which he wants to push. The card

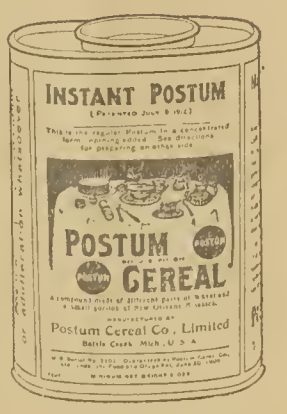
POSTUM'S
New Year's Greeting

Thanks to you, Mr. Grocer, for your part in increasing Postum sales the past year. The benefit has been mutual.



Here's to 1915

Unquestionable standard of quality;
Steady, nation-wide advertising;
Sale of every package guaranteed;
Good, clean profit to Grocers.



Let POSTUM help to make the New Year prosperous.

"There's a Reason"

POSTUM CEREAL COMPANY, LTD., BATTLE CREEK, MICH.

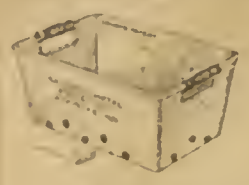
11

¶ Try to keep store for one year without selling one nationally advertised brand. You would probably go to bed with nervous prostration long before the year was up. Because, selling people unadvertised brands is selling them what they don't want.

¶ To what end would or could you do that? If it is extra profit, calculate how much you make in the end by selling goods people don't want.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
H. P. Taylor, Jr., "Chalmer's Gelatine"
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"



Deliver Your Goods in Sanitary Metal Baskets

These baskets are made of galvanized iron, reinforced and strengthened so as to last a long time. Being perforated, they are self-cleaning, also useless to the housewife enabling you to sell your wooden boxes.

Sanitary Galvanized Iron Metal Baskets are *economical* because they save space; *durable*, will outlast three of the old kind; *modern*, brings delivery system up to date; *cleanly*, no place for dirt to stay.

Price, $4 to $6 per dozen on baskets holding from one to four pecks. Order to-day

Sanitary Metal Basket Co., Lafayette, Ind.

THE VALUE OF Electricity

is not measured alone by its economy as compared to other illuminants. Its big value to the retail merchant is its advertising possibilities. The progressive merchant, now-a-days, realizes that to draw trade he must have something more than well-filled shelves—his store must be flooded with bright, cheerful and efficient light — Electric Light. Send for literature.

The Philadelphia Electric Co.

Tenth and Chestnut Streets

MAPLEINE

is welcomed by confectioners everywhere indispensable as Maple coloring and flavoring for caramel candies, ices, etc. Won't cook out or freeze.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

CRESCENT MFG. CO.
SEATTLE, WASH.

index supplies the names of the $4 and $3.50 customers; write these a letter and tell them about the new shoe. Make the letter personal, every one a real, genuine letter, with the merchant's own name attached, if possible. The results will be surprising.

Another use: Suppose you have ten pairs of a small size that you feel are not going to sell in the regular run of trade. Pick out the names of those who wear this size from the card index and write to them. Tell them the exact truth; they will appreciate the compliment of this personal, individual attention and they will admire your frankness. A third service rendered by the card index is when you are going to have a clearance sale. Write your customers before advertising the sale to the public at large. Let them have the pick of the bargains. That is treating them squarely. It shows that you appreciate the fact that they are your customers. You will, as the result of such a letter, sell shoes and strengthen your position as a merchant.

Hardware Tools Specialties

Figuring Profits in Hardware.

Experts who have given the subject close study are of the opinion that profits in the hardware end of a general merchant's stock should be 25 to 33⅓ per cent. A great many elements enter into the success of a business, they say, and also into the question of what profit can be made and what expense is necessary to handle the trade. While it may not materially differ, there are points where exceptions might be made, and where the average of profit and the average of expense would be very much higher in both instances than with the average business, and where the opposite may be true.

A business of ordinary volume and location should make a profit of 25 to 33⅓ per cent. of the sales, and that the expenses should not run more than 12 to 16 per cent. of the sales. Where the expense runs over 16 to 18 per cent. under ordinary circumstances, it is an indication that sooner or later a failure will be made; and where the profits average less than 25 per cent. the same result is usually true. The great difficulty with many storekeepers seems to be that they figure the profit they make on the cost of the goods instead of figuring what percentage of sales will be profit, and then compute the expense of the sales.

—

Departmentize the Paint Stock Into an Impressive Display.

Paints are so easily an important stock in the hardware department of the general merchant, and, when handled right, profitable and trade creators for the other lines, that a mistake is made if due attention is not given to their proper display and energetic exploitation. Remarkable successes in selling paints, varnishes, kalsomine, brushes, gluss, putty, etc., are registered by the owners of general stores. There are communities where one dealer has practically obtained a monopoly on paints and the kindred lines mentioned. The question may be asked how can a man who, from the very nature of his business, devote the larger part of his energy to selling cutlery, tools, lawn mowers, nails, etc., lead all comers when it comes to selling paints? Simply by making his place all things to all men, as general stores should be. For builders he is the building supply specialist; for the housewife he is the house furnishing goods expert; for the mechanic he is up to date on tools; for motorists he leads in automobile supplies; for the sportsman he excels in sporting goods; and for a customer who is a prospect on paints he is through and through a paint man.

Every general store of diversified interests, that has won success above the average, has gained this much desired plane by specializing in each of the respective departments. If the store is small—a one-man enterprise—says a paint trade contemporary, the one man must be chameleon like, with an honest, practical knowledge of and interest in each separate line he carries. Even though the merchant be his own entire sales force, which frequently is the case in modest size communities, and his store be a none too conspicuous affair on a side street, he can still separate his paints, varnishes and painters' supplies from the hardware; and by displaying the goods together—that is the point, together, not separated—create a real paint department. Such a department will appeal to the man who is always interested in paints at the time when they are needed, and not particularly in the hardware stock.

If the merchant knows paints or has a real desire to become familiar with their handling as a selling proposition, which is about the same thing, for the requisite knowledge is easily obtainable, and pushes the quality kind, the customer will buy those goods from the retailer's little paint department as he might from the big supply house in the city. By all means, therefore, get the paints, varnishes and kindred supplies together. If the merchant has a man or even a bright boy whom he can put in charge, so much the better; but if a salesman is not within his means, goods displayed together will constitute a paint department which cannot help but appeal to a man who likes to feel he is buying paints from a dealer who specializes in paints, along with his hardware line. Every merchant carrying merchandise of this kind has enough goods in stock to make an impressive paint department if they were concentrated and effectively displayed.

Some lead and oil in the back room, cans of ready mixed paint on the shelving under the stairs or down in the cellar, varnish under the bookkeeper's desk, graining tools and brushes in the bottom drawer and varnish on the top shelf, like pancake flour, will never make a paint department to attract a customer who is looking for, if not flatly demanding special service in that department. But the same goods gathered together and displayed as though they were worth while will make them worth while, will make them quick-selling profit makers, and not infrequently excellent feeders for the main stock of hardware.

—

Taking Account of the Hardware Stock. What It Means to the Merchant.

At this time of the year when general merchants are taking account of stock the hardware end is one of the most bothersome, on account of the multiplicity of items. Unless this inventory is properly handled its value is to be questioned. To be sure, there are merchants whose ideas of inventory are of the haziest character, or else it is neglected altogether. What this means is too long a story to enter upon in this department or at the present time. Suffice it that a merchant having a line of hardware and who never checks up his stock is in a bad way, to say the least. A credit man of a wholesale house, in speaking of the inventory, said he made it a point when investigating a merchant's credit to ask him when he took his last inventory, and to cross question him about the details of it sufficient to ascertain whether he really has taken an account of stock and what use he has made of it. The credit man averred he did this because the merchant who does not invoice his stock or does it in a careless way, usually is a mighty poor risk.

It does not follow that inventory must be had before or on the first of the year. It may be taken at one's convenience within the early weeks in January and it is best to get through with it as soon as possible before the fresh goods are ordered in. An expert who has invoiced many retail hardware stocks, says that while a great many merchants know exactly how to go about an inventory, it is well to lay out a system before starting and to live up to it literally. Printed inventory blanks may be obtained from any stationer; or if they are not available, ordinary foolscap paper will do. It is also advisable to use carbon sheets so that duplicate copies may be made. The reasons for this are obvious.

The first step is to get the stock in shape. That is to say, all similar items should be placed together; and if the stock of any article, brand or variety is kept in two or three different places they should be assembled at one point. All shelf goods should be lined up and the backs of the shelves inspected, so that the counting merely will be a matter of checking each tier. Boxes or cases which have been opened and a few articles removed, and then the cover closed again, leaving the impression that it is full, when it is not, should be carefully noted of its exact contents. When the actual stock taking begins make no effort to classify the goods or to put the items on any particular

ge. Simply start at one end and take solutely everything in a given time. the stocktakers jump from place to ce in an effort to get certain lines on e page, they are almost certain to ss or duplicate. It is far better to ve it until later and classify it as sired.

Many merchants make a great mis-ce in overlooking their goods. This often done to make a good showing; t it should be borne in mind that the rpose of an inventory is to get at the uth and nothing but the truth. The ly intelligent way is to price the var-us articles of hardware at their actual lue. The original cost of the mer-handise, of course, is a valuable guide pricing, but it is not always the real sis of value. The worth at the time ock is taken should rule.

AMONG THE TRADE.

The sugar brokerage firm of J. I. Huston & Co. has dissolved. Truman L. Palmer and Edward Liebe, partners, will continue the business under the old firm name. The remaining partner, George R. Camp, has entered the same business for himself at 53 South Front street.

—

Joseph Thompson, president of the wholesale grocery concern of Thompson, Taylor & Co., and former president of the Grocers' Exchange, died at his home, 416 South Fifteenth street, during the week after an illness of four weeks. He has been engaged in the grocery business in this city for many years, in 1890 going into business with Mr. Taylor. Mr. Thompson is survived by two daughters. He was a merchant of the old school, honest and straightforward in all his dealings.

Weekly Window Display Suggestions

Special on Cocoa.

Reduce a large stock or introduce a new brand by following out this window dressing display. Make a narrow platform in the rear of the window and arrange the width and depth by the size and shape of the window. Run a slant of boards from the edge of the platform on each side, right down to the front. Run a width of brown crepe paper across the rear of the window and then twist white crepe paper across the top of this with a large bow at the end. Cover the platform and slant with brown crepe paper, and then make the sign in the front of the window with Domino sugar. In the rear of the window on each side, place three rows of large cans of cocoa on top of each other; in the middle, two rows of medium size cans, and in the front put the small size cans. On the end of each row, toward the center, place a neat tag marked with the cut price. Then in the center of the platform put a large white napkin and place on it a cup and saucer, chocolate pot and sugar bowl.

Knowledge and Sales

THE salesmen with the best records are invariably those who are thoroughly familiar with every detail of the goods they sell. In other words, they *know their goods.*

Every grocer's clerk can become invaluable to his employer through his knowledge of the goods on the shelves, and this knowledge can be gained by a study of N. B. C. advertising.

It's easier to sell advertised goods. A favorable opinion has already been created by the advertising.

Such easy-to-sell goods are the various products of the National Biscuit Company. Their superior quality is widely recognized. To offer N. B. C. products is to sell them; less argument is necessary, for people know them to be dependable.

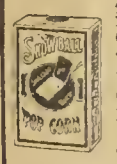
NATIONAL BISCUIT COMPANY

Dickinson's Package POP CORN

For the Holiday Trade

YOU will have a good holiday trade on pop corn, if you have *Snow Ball* or *Santa Claus* brand in stock. These packages are repeaters. They will help your sales of salt, honey, molasses, etc.

"All profit, no investment," is the way one grocer puts it. There's big money and satisfaction in Dickinson's Package corn. It's nice business to have, and you might as well get it as someone else.



Snow Ball is the favorite brand of Rice Corn. One-pound package. Retails at 10 cents. When popped, one package is equal to eight quarts of popped corn. No dirt, or chaff. Just sound, clean, sweet kernels. *It pops!*

Santa Claus brand is a ten-ounce package. Retails at 5 cents. The same nice quality as packed under Snow Ball. The largest, flakiest pop corn you ever saw. And exquisite in flavor!

Let us send you a supply of illustrated receipe-booklets. You'll use Dickinson's Corn in your own home every day, after you use it once

All Wholesale Grocers

The Albert Dickinson Company, Chicago

Packers of GLOBE shelled rice pop corn in bags, and GLOBE ear rice corn in fibre boxes and in barrels.

Some Business for a New Store.

A fellow I know just started a new grocery store down here in old Philly a month ago.

He had had a good job—sort of buyer job—with one of the big retail stores, and I'd gamble that nobody knows the business better than he does.

They tell me he had some money saved and what he needed outside of that he got his uncle to put up. Then he opened up right in the central part of the city, put in three or four women clerks—they look like show girls to me—and started to do business.

He put in more fancy stuff than anything else. Didn't sell sugar and stuff like that at all. Just high grade coffee and tea and maple syrup and stuff he figured out he could make a profit out of.

I don't need to tell anybody that knows about the grocery business in Philadelphia that nobody was crying with their mouth open for a new grocery store. What they couldn't get at the big stores that were already doing business, they couldn't get at all. And as far as I could see, the other stores were fixed to take care of about all the trade there was.

Still, the new man thought he could get some of it away and so he opened up his store.

He didn't do any advertising at all. Didn't even send out circulars or anything. Just opened up one morning and waited.

Now here's what one of the fellows in the store told me about their first week.

The first day they were open they sold five orders. Nothing big—just things like a pound of coffee that a man going by had forgot to get somewhere else before he started home, and so on.

The second day they sold three for three solid hours in the morning not one blooted soul came in except an express wagon driver that wanted to change $5.

The show girls just loafed and yawned around, bored to death.

The third day an order came in for $20 worth of Christmas groceries from a friend of the boss's that he had gone after and solicited. Outside of that they sold seven orders, all little ones.

The fourth day rained like Sam Hill, and they sold two orders, both in the morning.

Think of that as a crack day's business!

The fifth day was Saturday and they had ten customers. One of 'em was for about $13 worth.

The sixth day was Sunday. The seventh day was Monday and they did about $18 worth the whole day.

The seventh day they had one customer in the morning and a couple in the afternoon. All together they bought $4 worth.

The profit on all they sold in the week wouldn't much more than pay one of the show girls' wages. All this time the rent and everybody else's wages and all the other expenses was being paid out of the money they had in bank—their capital.

Of all the God-forsaken jobs on earth, seems to me sitting down in a new store and waiting for customers that don't know anything about you and don't give a hang, and don't need you, is about the limit. After a couple of days of that I'd go dippy and start to bite holes in the soap. Holy gee, but it must be fierce!

Most of the time it's a fellow's own fault if he has to go through that. It's his own fault because he ought to go out and hustle customers in instead of waiting for 'em to drift in themselves. But more special and particular it's his own fault because he oughtn't to open up a store at all if he ain't satisfied there's need for it.

Here's the only way I figure out there's room for a new store:—

1.—If there ain't enough stores in the place now to take care of the trade. The only place like that that I know of is on the bottom of the ocean.

2.—If the fellow who is opening up can give people more than the other stores give 'em. I mean if he can sell better stuff or sell the same stuff for less money. Maybe I ought to put in here too, if he's got some kind of a crack premium scheme, or something like that. If he can put it over the other stores in any such way as this there's room for his store, no matter how many other stores there are. Of course what he gets comes out of the other fellow's pocket, but that ain't considered a crime yet, though it may be some time.

3.—If the fellow who's opening the new store has a bunch of customers waiting for him—customers he's worked up, I mean—or if he's a better salesman than the rest of 'em and can sell goods all around 'em, then I say there's room for his store. Of course the customers he took with him, his old boss would say he stole, but that ain't considered a crime either.

A fellow ought to look over the ground before he opens up a new place, and if he can't see a place for himself in one of these ways, then he's a darn fool for putting up his money. If he don't look over the ground, or thinks he'll take a chance anyway, then what he's going to get is pretty well coming to him. Ain't that right?

THE STROLLER.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Ever Go Rummaging?—One good thing about inventory, aside from the main object, is getting into the dark corners and bringing to light old stock and soiled packages. The clerk who allows these things to be slid back again to remain in dirt and darkness for another inventory represents a type of indifference that modern management is weeding out.

* * *

Go Rummaging.—Not once in a year, but every little while that an opportunity presents itself. There's nothing reflects surer stock keeping efficiency than a clean line in January. A "Bargain Basket" is a good thing to have all the time. Have a card on it reading, "Shop Worn Goods at Half Prices." Every sensible employer will indorse such an action. Not long ago a store changed hands. The buyer held the privilege of merchandise rejection. The result was that the seller had dumped on his hands a wagon load "of rejects." All perfectly reasonable. It was a mess of soiled stuff.

* * *

Had the "Bargain Basket" been in operation, had the stock clerk been on his job, this state of things would not have existed.

Now, you would think that a fellow with any sense of responsibility or with any true business pride, would have felt like 30 cents when confronted with such a condition.

That suggests another quality, or lack of quality, maybe, and it's what is known as:—

Hard-Skin Clerks.—Those who never become conscious of an awakening—who never feel a jab and who go on whistling their little tune and humming their "Tipperary" in the face of the grossest insults and the most glaring neglect of duty.

To be efficient you must be sensitive. One of the articles of the rigid old Catechism was a confession of "Sorrow for Sin." It would be a good thing to apply this to business and be "sorry" for neglect of duty. Really and truly sorry. Then there is hope for you. But to be hard skinned is to be hopeless.

* * *

Never be ashamed to be ashamed of yourself so long as you are determined it all w this shame of neglect to happen just once. If you act the man it will do you good. If you act the pig-head it will leave you one and land you nowhere.

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 17

It would be kinder to take money out of a specialty salesman's pocket than to give him an order just to get rid of him.

Do anything but that. It discourages him and it hurts him with his employer. He does not deserve it, if he is honest and painstaking, as most specialty salesmen are.

Nor is it fair to ask a jobber on whom you have given a specialty order, to help you by cancelling it. Don't *ever* sign an order that you don't intend to take.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexsamer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.

Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiester, Reiff & Co., 36 S. Front St., Philadelphia

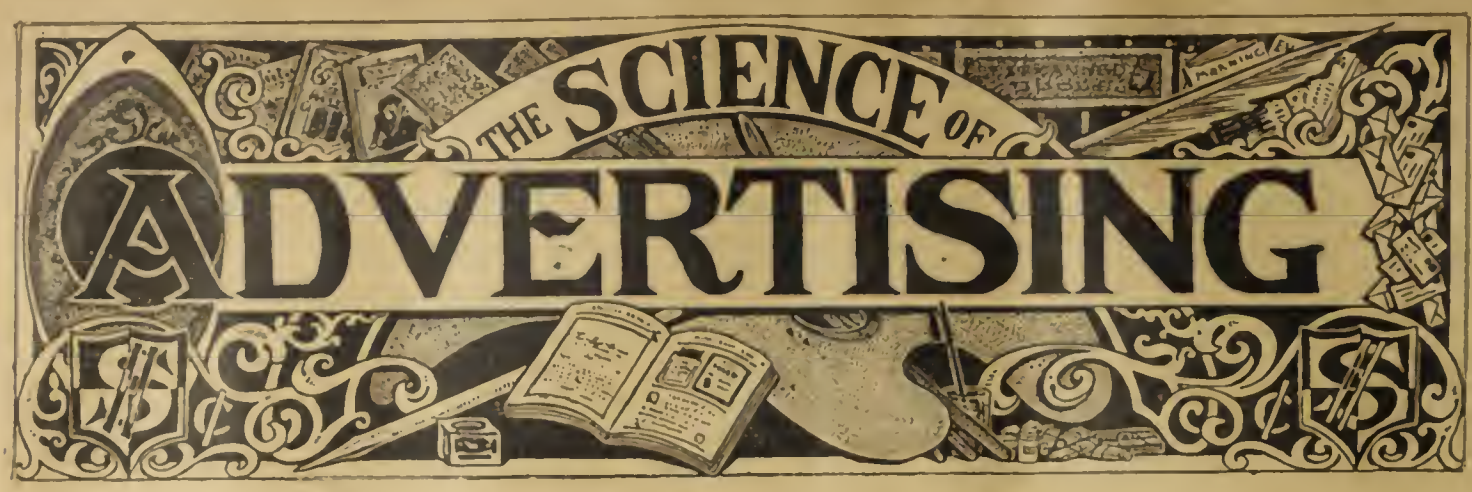
Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.



Clearspring, Md., Dec. 8, 1914.

To the Editor.

Dear Sir:—Inclosed you will find my last ad., which I would like to have you pass upon.

Yours truly,
A. C. M. Houck.

The advertisement inclosed measured 11 x 16 inches, and was printed on good white paper. It was about the size of a small handbill. Mr. Houck doesn't say how he distributed it, whether he posted it like a handbill or sent it around as a circular. Here is the reproduction:—

ARRIVED

And now on display and ready for sale. The largest and most complete line of 1914 Groceries in town.

I do not have the apace here to quote you my entire line, but will quote you prices on the gooda that are used most at this time of the year.

Granulated Sugar 5½c Lb.

Good Reo Coffee 14c. Moro Blend Coffee 18c.
Arbuckles Arosa Coffee 20c.

Extra Fancy Santos, very large beans, good cup quality 23c. Fancy blend, best by test at 25c. Lb.
I will give a pretty Sugar Shell with every Lb. until I sell 200 Lbs.

Salmon 10c Can. Maann and Dixon early fine Peas 3 Cans 25c. Fifth Ave. sweet wrinkle Peas 10c. Can.
Garden run Peas very sweet, and tender 10c Flambeau Telephone large tender Wisconsin Peas 10c. Can
Mountain Valley Sugar Corn 3 Cans 25c. Fifth Ave., Sweet, Tender Wisconsin Sweet Corn 10c. Can
Big Pool Tomatoes, No 3 Cans, Grown and Packed at Big Pool, Md., in a up-to-date, Sanitary Cannery, 3 Cans 25c.
Kaisers Knub Brand No. 3 Cans, Green and Wax Beans, the most tender canned beans in town at 10c. Can.

My Boscul Coffee in 1 Lb. Cans at 30c. Lb.

Is as Good as Others Sell at 35c.

Also have added a full and complete line of Men's, Women's and Children's Shoes in the newest and latest styles and all new stock

I have Men's Shoes from $2.50 to $3.00 Per Pair. The Men's Shoes are all "Pilot Brand Shoes" and guaranteed to be made of all solid leather. Women's Shoes from $1.25 to $3.00 per pair. "The Dubante" Shoe in Patent button and Gum button, is the most stylish Ladies' shoe in town and is sold in large towns at $3.50 my price is $3.00. "Lady Betty" Made in Patent button and Gum button, is a Shoe that is pretty and stylish and well made at $2.50 per pair. Children's Shoes from 25c up.

What is better and more useful than a nice pair of Shoes for a Christmas Gift?

Every Saturday during December

I will give a useful present to every customer that buys $1.00 worth or more of Merchandise for Cash or Trade in Butter and Eggs.

I thank you for past favors and hope to serve you in the future with more than any other store in town.
With best wishes for a Merry X-Mas and a Happy and prosperous New Year.

I remain yours truly,

A. C. M. HOUCK
Clear Spring, Md.

This circular sounds as if Mr. Houck is opening a new store, although he does not say so in so many words. If his heading is just a scheme to attract attention to an old store, I should regard is as rather ill advised. Of course, if it really is a new store, there is nothing wrong with it.

* * *

This circular is not very well printed. At least the copy I have is gummy with too much ink. I have no doubt that if my copy had been handled while it was fresh, as the other copies were, it would have dirtied the hands of the person handling it. I have seen advertising matter indignantly thrown away for just this reason. Don't consider such things trifling; they often make all the difference between getting results and not getting them.

* * *

I imagine this circular got results. It should have done so. It is enterprising and makes some attractive offers. I don't much like the way it is displayed. The shoe matter, for instance, has no heading. It should have been headed with a line something like "Good Shoes for Christmas Gifts," or "Give a Pair of Shoes," or something else equally suggestive. The circular might have been arranged a little more systematically. It quotes sugar, then coffee, then some other things, then goes back to coffee again, then suddenly starts off to talk about shoes. The various offerings should have been separated into groups, each with a heading. "Specials in Fresh Canned Goods," for example, might have been the canned goods heading, and I have already suggested the shoe matter heading. The circular now—though I say again I have no doubt it got results—is merely a desultory, somewhat rambling talk about a number of things.

Note.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

ASSOCIATION NEWS.

National Coffee Roasters' Association.

At the recent meeting of the Executive Committee of the National Coffee Roasters' Association, held in Dayton, Ohio, the subject of a suitable coffee grinder for home use, such as could be recommended by the association for obtaining the best results in good coffee making, occupied the committee's attention and was left to Mr. Edward Aborn of New York, for further action.

Plans were also discussed for creating a fund for coffee research and publicity work.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost $17; will sell for $9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost $4; will sell for $2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

—

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for $2 a gross, 2 cases to a gross.
J. B. Losey,
Somerville, N. J.

—

Offer No. 13.

I have a modern iceless soda fountain with pumps, a 10-foot outfit; solid marble; has only been in use three months. Cost us $1,200; will sell for $650 cash, f. o. b. Waynesboro. Everything as good as new.
Standard Grocery Co.,
215 W. Main St., Waynesboro, Pa.

—

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was $3.25 a case, 4 doz., less 4 per cent., $3.12. Cracked Wheat, $2.45, two dozen. Make offer.
Godfrey Quebel,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

—

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for $10. Also 4 two-branch combination gas and electric chandeliers; cost $7.50 each; will sell 4 for $12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost $12; will sell for $7.50. A. J. Patterson,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

—

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me $350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.
H. M. Gingrich,
Lebanon, Pa.

—

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co, 927 Arch St., Philadelphia.

—

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.
John Altman & Co.,
Creighton, Pa.

—

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank. W. E. Roberts,
Freemansburg, Pa.

—

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y. W. L. Benedict,
21 East Pearl St., Wellsville, N. Y.

—

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for $50; cost $100. Good condition.
Benj. Gebhard,
111 W. Duval St., Germantown, Pa.

—

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for $35.

Also a brand new cheese cutter, never been used, for $2.25.
Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

—

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?
A. B. Crawford,
Freehold, N. J.

—

Offer No. 38.

Have a Cole's Electric Coffee Mill for sale; one-sixth horsepower, cycle 60, ampere 3.8, volt 10.4. Will sell or exchange for one-half horsepower. Cost $85; used one vear. S. B. Klopp,
Shillington, Pa.

—

Offer No. 39.

One 220 Account McCaskey Accounting System, costing $145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.
Mullison Grocery Co.,
Wilkes-Barre, Pa.

—

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.
P. L. Glase, Son & Co.,
Oley, Pa.

—

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?
Atco Stores Co.,
Atco, Bartow County, Ga.

—

Offer No. 43.

I have one No. 125 Enterprise Rotary Beef Shaver that I would sell for $7.50, as I have no use for it.
L. F. Harper,
Richlandtown, Pa.

—

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.
P. B. Steininger,
Lewisburg, Pa.

—

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for $2.75 per box, f. o. b. Atlantic City, N. J.
L. A. Bacon,
1301 Baltic Ave., Atlantic City, N. J.

—

Offer No. 46.

I have for sale one Flat Top Office Desk, color dark oak (size 36 inch and 50), 7 drawers, which I have no use for and will sell for $7 cash, f. o. b. Donaldson.
L. T. Jones,
Donaldson, Pa.

—

Offer No. 47.

Having no use for a Templeton Cheese Cutter, which we paid $20 for, will sacrifice for $5, f. o. b. Meadville, Pa.
Jacobs Bros.,
Meadville, Pa.

—

Offer No. 48.

Eighteen quart tins of Rae's Olive Oil. Will sell at 50 cents per quart; in good condition.

Also, 25 gallons of Porto Rico Molasses. S. E. Hubbs,
836 N. Sixth St., Camden, N. J.

—

Offer No. 49.

Three boxes, 25 pounds, 60-70 California Prunes, in good condition, at 4 cents per pound (1913 crop).
John S. Lee, Elkton, Md.

—

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap. Peter C. Housman,
Milford, Del.

—

Offer No. 51.

I have for sale 200 pounds Netted Rock King cantaloupe seed. Would sell all to one customer or in small quantities. This year's growth.
J. C. Sullivan & Co.,
Box 183. Bridgeville, Del.

—

Offer No. 52.

I offer four Buckeye Paper Balers, practically new. Cost $12 each. What will you bid?
H. D. Hubbs,
West Chester, Pa.

—

Offer No. 53.

One Oliver Visible Typewriter, complete with case and tools; as good as new, not a rebuilt machine. Price $30, and if too high, offer what you would give. Cheap at price quoted.
H. F. Snader & Co.,
Adamstown, Pa.

—

Offer No. 54.

I have about 700 pounds Georgia Pecans, three different sizes, 12½, 16 and 22 cents per pound, f. o. b. Statesboro, Ga. Also fine Georgia cane syrup, in gallon jugs and quart bottles, 40 cents per gallon, f. o. b. Statesboro. Will sell or exchange for a staple.
H. Clark, Statesboro, Ga.

—

Offer No. 55.

Electric Coffee Mill for sale or exchange, 500 volts direct current. Perfect condition, low price.
P. J. Leary,
Conshohocken, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

Reputation

as you know, helps the sale of an article wonderfully. When it comes to yeast, do you know of any other that has the reputation and prestige of

Fleischmann's Yeast

CCXCIII.—Three Questions Answered Under the Anti-Trust Laws.

The new Clayton anti-trust act is arousing an enormous amount of discussion and speculation among all classes of the trade, manufacturing, wholesaling and retailing. Of course nobody knows exactly what the law is going to do, though there are opinions galore. One influential trade paper went so far in a recent issue as to intimate that from this time on the Government proposed to foster all manner of co-operative enterprises among business men, but that nothing of the sort could be put into operation without first getting the O. K. of the new Federal Trade Commission.

If I read the new laws correctly, there is small warrant for any such ideas.

Here is a communication on this subject which I have received during the week from an important mercantile organization, which asks me not to disclose its name:—

> Like all other merchants and manufacturers at this time, we are students of the Clayton anti-trust law, and are wondering how it will affect various ideas and plans which are under discussion. I was named a committee of one at our last meeting to take certain subjects up with you and ask you to kindly give us your views upon them. All of the questions I ask below concern matters which we are discussing or which certain other business interests known to us are discussing. They all offer a way of escape from various evils of the trade and if not interfered with by the Clayton law there may be some hope for the merchant. Please answer the following as nearly as you can:—
>
> 1.—Is there anything in the Clayton law to prevent a thing like this: In a town of 10,000 there are seven dealers in one line. None of them are making much money, for the reason that the price of the commodity they sell has become depressed by strong competition to a point much lower than it ought to be. Can these seven men all sell out their business to their association the association to continue to run it through the former owners as managers, paying each a salary? The association, being the owner of all the business, could fix the price at which the goods would be sold, and all cutting would cease at that moment.
>
> 2.—If your answer is that this would represent a monopoly, I ask why it would represent a monopoly any more than a co-operative delivery system, which nobody has ever claimed was illegal. A co-operative delivery system certainly deprives the public of the result of competition among merchants to make their deliveries to customers as early and often as possible.
>
> 3.—If the first plan is not feasible, why cannot the seven dealers enter into an agreement not to sell their commodity below a certain figure, making the figure absolutely no higher than is necessary to pay the dealer a fair living profit over and above cost and the expense of doing business? I understand that such an agreement to sell at an *excessive* price would be illegal, but I am not clear why an agreement to sell at a living price would be.

To begin with, if the members of this or any other association do business wholly within their own town, or even their own State, the Clayton anti-trust act has no application whatever. There is much misunderstanding about this. For the Clayton act to apply there must be interstate commerce—business between different States. In other words, merchants or the manufacturers, to become subject to the law, must do business in other States besides their own.

But while the Clayton act may not apply, every State either has some statute, which touches all such enterprises as this correspondent describes, or else—if there is no statute—enforces the common law with regard to them.

Answering question No. 1, I am reasonably certain that both the Government, if it had any jurisdiction, or the State authorities, if the jurisdiction was theirs, would regard such a scheme as a monopoly. Whether it could persuade a court to so consider it is another matter. Personally I do not consider it a monopoly at all, particularly if the way is left open for other merchants to come into the town and open stores. The sale to the association of course would have to be bona fide, and not a mere subterfuge to hide illegal control of prices among competitors. There is no case on record that I know of which says that one man may not buy as many other businesses as he likes, always provided the result is not a monopoly. Where all of the merchants in a town combined, after the manner suggested by this correspondent, the result would for the time be a monopoly, it is true, but a monopoly which could instantly be broken the minute somebody opened a new store.

But, however, if these seven competitors attempt to solve their problem in the way they outline, they can expect *somebody* to jump on them with both feet as soon as the matter becomes public, and they will without doubt have a long, hard fight which they may lose hands down.

I might say that there would be no question about the legality of such an arrangement if entered into only by a part of the merchants of a field. In other words, if three or even four out of seven did it, there would be no illegality.

As to the second question—co-operative delivery—the public is entitled to the natural results of competition only up to a certain point—only as to things to which it is clearly entitled. There is no illegality about an iron-clad agreement among merchants not to give premiums, for instance. The public suffers there, it might be said, but it is not a legal injury, because the public is not entitled to premiums, and you are therefore taking from it something in which it has no vested right.

Nor is the public entitled to free delivery, therefore a combination among a number of competitors to deliver only in certain ways is not monopoly or restraint of trade in any sense of the word.

Question 3 is the most interesting of all, for if that can be answered in the affirmative, the greatest existing commercial evil can be eliminated. Without doubt the Government's law department or any State law department would attack such a thing. I am not at all sure, however, that the court would declare it illegal. Without doubt the United States Supreme Court would have done so five years ago, but it is on record now, through the recent familiar cases, to the effect that restraint of trade is illegal only when it is *unreasonable*. Certainly there is nothing unreasonable in asking a fair profit over cost and expenses, *always provided that the expenses of doing business are not excessive as compared with the business done, either through extravagance or the fact that there are too many people in the business, thus reducing the amount of business possible for each to do.*

If in such a case there were not too many people in the business, and if there was no extravagance in conducting the business, and if for some reason beyond ordinary control prices had become depressed below a living figure, then there is every moral justification for an agreement which would put prices where they belong—only where they belong, understand—and I predict that within a comparatively short time some court will say there is a legal justification for it.

(*Copyright, January, 1915, by Elton J. Buckley.*)

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Florida grapefruit is ruling at the lowest point for many years—$1.25 to $2.50. An extremely good box of grapefruit can be bought to-day for $1.75. The quality is good, too. Excessive quantity seems to be the main reason.

PATENTS
and Trade-marks procured promptly
—and properly in all countries—
Davis & Davis, Washington, D. C.

RECEIVED
JAN 1915

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AND

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Written for the "Modern Merchant and Grocery World."

Experienced Shipper With Mail Carrying Experience Ridicules Government's Scheme to Eliminate Middleman Through Parcel Post

Shows That Farmer or Producer Can in No Way Compete With the City or Town Middleman. Tells Government How It Can Succeed. Need of Elaborate Packing Great Obstacle to Parcel Post.

Supplementing your article on produce parcel post in the issue of December 28th, I think the grocer has no cause to be alarmed. I write after ten years' experience in shipping and selling produce and ten years' experience as a rural mail carrier.

Business, like religion and courtship, naturally takes the path of least resistance instead of the path of orthodoxy and economy. The route from producer to consumer should be as short as possible, which means the elimination of the middleman as far as possible, whether he be wholesaler or retailer. But to effect this "consummation devoutly to be wished" requires patient, careful, arduous labor directed by business genius. The ambition of the postal authorities is a worthy one, but if they think that the farmer can secure the consumer's patronage by any such weak, childish, puny efforts as furnishing them with each other's address and offering the parcel post as a means for transportation they do not know the A, B, C of business.

In the first place, if there is any good cash trade in Philadelphia that wants goods C. O. D. there will be hundreds of business men, both principals and agents, that would not sleep good until they had made a life and death struggle to capture that trade. In the case of perishable goods the facility of doing business varies directly as the distance between the seller and purchaser. Then it would be just like human nature for a consumer to countermand her order for strawberries at the height of the season, increase her order for eggs in December and decrease it in April. In the produce business somebody must sweat blood to get rid of produce when it is plentiful and work himself into a nervous frazzle to supply it when it is scarce. To do this, make the collections and carry the account is the office of the middleman, whether we call him wholesaler or retailer. But notwithstanding this he often oversteps the bounds of his office and I think the nearby producer should put himself to a little more inconvenience and exertion and avoid him as far as possible.

It seems to me that if the postal authorities want to handle produce they will have to be their own middlemen and establish agencies in the cities to make collections and remittances, adjust complaints and provide for the exceedingly irregular demand. In the 1890's I had considerable experience in shipping eggs to Philadelphia from a point 150 miles distant. I eliminated the commission man by being my own commission merchant and keeping in just as close contact with the grocer as if I had had an office in Philadelphia. Besides I paid for my education by attempting to retail eggs in Philadelphia before I went into the business. I did not succeed so well with poultry, where the demand was more irregular and there was a greater difference in the variety and quality.

Rather than go to the inconvenience of shipping, farmers will sell for cash to a country dealer at a discount that will equal a small profit. I suggest that the postal department send several of its employees to good shipping points in the second zone, equip them with $500 or a $1,000 capital, let them buy from farmers and ship to consumers through the parcel post; in six months or a year they will acquire much data that will be valuable in establishing a parcel post produce business.

The present method of sacking and pouching fragile and perishable merchandise and the consequent rigid packing requirements which practically amount to "refusal to accept" is a great impediment to transportation of produce by parcel post. But the department would probably arrange to handle produce without sacking it.

Imagine if you please a farmer 150 miles from Philadelphia who had never wrapped a retail package in his life, trying to hold the trade of a fastidious cash customer on eggs in opposition to such efficient salesmanship as is exemplified in your own "Stroller," and the intricate system of tips, bribes and personal influence brought to bear on servants, butlers, etc., by salesmen, and you will think as I do that the postal department is attacking a big job in a childish way.

JOHN E. WITHERSPOON.

Sacramento, Cal., Jan. 10, 1915.

Pure Food Law Notes Gathered From Washington Departments.

Government Defines Green Oranges. Shrimp Preserved With Borax. Ergot in Cereals and Flour. Other Decisions.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
January 15, 1915.

The Bureau of Chemistry has received repeated requests to define the terms "immature" and "maturity" as used in Food Inspection Decision 133, relating to the coloring of green citrus fruits. As a result of the investigations carried out during the season of 1913 and 1914 the Bureau of Chemistry considers California oranges to be immature if the juice does not contain soluble solids equal to, or in excess of, 8 parts to every part of acid contained in the juice, the acidity of the juice to be calculated as citric acid without water of crystallization. Owing to the fact that opportunity has been given to study the composition of California oranges during one season only, the ratio set at this time is lower than that which is believed to be the minimum for properly matured fruit. It may, therefore, be expected that the requirements will be made more strict after data from several crops are available.

* * *

The Bureau has recently recommended the seizure of a number of shipments of shrimp and prawn in kegs on the ground that they contain boric acid or borax. The addition of these preservatives is regarded as an adulteration within the meaning of the Food and Drugs Act.

* * *

The use of cultures of bacillus bulgaricus in the manufacture of Swiss cheese is suggested in a new bulletin of the United States Department of Agriculture, No. 148, "The Use of Bacillus Bulgaricus in Starters For Making Swiss or Emmental Cheese" as a means of overcoming many of the difficulties experienced by American makers. The art of Swiss cheese making is highly developed, but few of the underlying scientific principles have yet been discovered and the difficulties in this way have led many manufacturers to believe that really high grade cheese of this type can be produced in only a few localities. As a matter of fact, the average quality of the American product has not been so high as that of the European. With the aid of the bacillus bulgaricus, however, there is reason to believe that some of the unfavorable conditions may be remedied. The culture will allow cheese to be made once a day instead of twice, and to be made as well in winter as well as in summer.

* * *

It has come to the attention of the Bureau that grain with an excessive content of ergot is often made into flour and other cereal products. This ergot, produced by a fungus growing through, decomposing, and developing in the place of the kernel (caryopsis) of the grain, is well known to be a poisonous substance and the use of any grain product containing an appreciable amount of ergot is dangerous to health. As a result of an investigation on this subject the Bureau will consider as adulterated under the Food and Drugs Act any flour or other manufactured cereal food product which contains more than one-tenth of 1 per cent. of ergot.

* * *

After careful consideration of all available information the Bureau has reached the conclusion that importations of sweet almonds shall not be permitted entry when they contain more than 5 per cent. of bitter almonds, where there is a possibility of the almonds being used as such for edible purposes in the raw state.

HOLT.

Weekly Bargains Offered by This Paper to Its Readers

On this page, from week to week, will appear offerings of whatever the "Modern Merchant and Grocery World" is able to dig up among manufacturers and jobbers in the way of bargain offerings. This will include used store fixtures of all kinds, and even merchandise which the publishers consider a good bargain. Nothing will be offered that the publishers have not examined or do not know about. Everything offered below is guaranteed to be as represented.

BARGAIN No. 1

A No. 218 **ENTERPRISE COFFEE MILL,** nickel hopper; capacity, 7½ pounds of coffee. Stands 5 feet, 9 inches, high, and has two 35-inch wheels. Painted red, equal to new mill and guaranteed in perfect condition.

Price, $22.50; Cost $45
f. o. b. Philadelphia

BARGAIN No. 2

No. 78 **NATIONAL CASH REGISTER,** nickel-plated; registers one cent up to $9.99. Operates with a crank, throws a check and prints a detail slip total adder. Does not reset the type. This is not a new machine, but is in good condition and will give satisfactory service.

Price, $80; Probably Cost $200
f. o. b. Philadelphia

BARGAIN No. 3

One **HOBART ELECTRIC MEAT CHOPPER,** fitted to No. 22 chopper, with ½ horse power alternating current 110 volts, 60 cycles. Used very little and in prime condition.

Price, $100; Cost $165
f. o. b. Philadelphia

BARGAIN No. 4

One **AMERICAN MEAT SLICER,** rebuilt and refinished like new. Guaranteed to be in first-class condition.

Price, $60; Cost $100
f. o. b. Philadelphia

BARGAIN No. 5

Will sell 17,500 3 x 4 **CUSHION EGG CARTONS.** Good condition and all right.

Price, $3.25 per Thousand
f. o. b. Pittsburgh

BARGAIN No. 6

Eighteen **BLUE ENAMEL WASHBOARDS,** slightly soiled, but otherwise in perfect condition. Good thing to use for special sale.

Price, $1.50 per Dozen
f. o. b. Pittsburgh

Adams Express Prices on Food Products From Producer to Consumer

Latest Price List in the Adams Scheme for Parcel Express After the Manner of Parcel Post. Express Agent Acts as Purchasing Agent.

The Adams Express Co.'s "Order and Food Products Bureau," which is a sort of parcel post scheme except that the goods go by express instead of by mail, has issued another price-list during the week. The consumer is supposed to send his money to the express agent at the various points, and the agent goes out, buys the goods and ships them to the buyer.

Readers hereof will be interested in the new prices made by Adams Express shippers. The list is here reproduced:—

ADAMS EXPRESS COMPANY.
Order and Food Products Bureau.
Philadelphia, January 4, 1915.

We are quoted the following prices by producers and shippers which will hold good for week of January 4, 1915, to January 9, 1915.

The figures quoted are f. o. b. shipping point unless otherwise specified—and goods will be forwarded express charges to collect.

When remitting purchase price of goods, use Adams Express Co.'s money orders, on which the following scale applies: Not over $2.50, 3 cents; not over $5, 5 cents; not over $10, 8 cents; not over 20, 10 cents.

All orders for goods should be sent to "Agent, Adams Express Co., at the shipping point designated, and money orders made payable to same.

PRICES GIVEN ARE THOSE AT SHIPPING POINT.

Oysters—Shucked	1 gal.	½ gal	Qt	Pt.
Standards, Crisfield, Md.	.90	.50	.25	.15
Selects, Crisfield, Md.	1.20	.65	.35	.20
Counts, Crisfield, Md.	1.50	.80	.40	.22
Counts, New York	1.50	.75	.32	.20
Selects, New York, N. Y.	1.40	.70	.30	.18

Oysters, Shell.—Crisfield, Md.—Primes, $3.50 bbl.; culls, $3 bbl. Lynbrook, N. Y., medium and half shell, $5.75 bbl; blue points, $5.50 bbl. Chincoteague, Va. (select salt water), about 250 oysters, $2 bus.; about 125 oysters, $1.10 half bus.

Clams.—Crisfield, Md., large or small, 75c per 100.

Crabs, Deviled.—Baltimore, Md., 30c, 60c $1 doz.

River Turtles.—La Crosse, Wis., 5c lb.

Frog Leg Saddles.—Minneapolis, Minn., small, 8c doz.; medium, 14c doz.; large, 18c doz.; extra large, 25c. doz.

Buckwheat Flour.—Butler, Pa., 10 lb. sack, 33c; 25 lb. sack, 75c; 50 lb. sack, $1.50; 100-lb. sack, $3.

Coffee, Bean, Ground, Pulverized.—Packed 12-24-48-lb. cases. New York, N. Y., "Guest," 1 and 5-lb. airtight pkg., 25c lb.; "Record," 1 and 5 lb. airtight pkg., 20c lb. Brooklyn, N. Y., "Mountain," 5-lb pkg. in 10 lb. box, 22c lb.; 1 lb. pkg. in 2 lb box 22c lb. New York, N. Y., "Household," express charges prepaid, 5-lb. bag, 10-lb. lots, 20½c lb.; 5-lb. bag, 20-lb. lots, 24c lb. Philadelphia, Pa., "Royal Chef," 1-lb. pkg., 12-24-48-lb. case, 25c lb.; "Arcade," 1-lb. pkg., 12-24-48 case, 22c lb.

Tea (Japoora-Ceylon).—Express charges prepaid, New York, N. Y., 1-lb. can, 12-lb. lots, 33⅓c lb.; 1-lb. can, 5-lb. lots, 35c lb. Philadelphia, Pa. (India-Ceylon), 1-lb. pkg., 5-10-20-lb. box, 35c lb.

Old Fashion Cookies.—Molasses, fruit, chocolate, etc., Syracuse, N. Y., 12 to pkg., 36 pkg. to case, $3.60 case, prepaid.

Pretzels.—Charges prepaid not exceeding 50c, Reading, Pa., case 30 cartons, 18 pretzels each, $3.24.

Honey.—Cans, Salisbury, Md., 5-lb. can, 65c; 10-lb. can, $1.25. Hamilton, Ill., 24 5-oz. glasses, $1.80; 12 2½-lb. cans, $4.20; 12 5-lb. cans, $7.20. Comb. No. 1, 24 sections, $4 case.

Cheese.—Full cream Swiss. Canal Dover, Ohio, blocks 20-30 lbs., rolls 45-150 lbs., 17c lb.

Eggs.—Markle, Ind., mixed (30 doz.), 42c doz. Clayton, Del., mixed (30 doz.), 49c doz. Newport, Pa., mixed (30 doz.), 42c doz. Charlottesville, Va., mixed (30 doz.), 45c doz. Marion, Ohio, mixed (30 doz.), 42c doz.; white, (30 doz.), 47c doz. Decatur, Ind., mixed (30 doz.), 39c doz.; mixed (15 doz.), 40c doz.

Butter.—(W. M. C.) Lima, Ohio, 1-lb. prints, 10-lb. box, 34½c lb.; 1-lb. prints, 30 and 50-lb. box, 34c lb. (O. D. Co.), Lima, Ohio, 1-lb. prints, under 30 lbs., 34½c lb.; 1-lb. prints, 30 lbs. and over, 34c lb.; 32 and 62-lb. tubs, 33½c lb. Orders on Lima should be for 10 lbs. or multiples thereof. Marion, Ohio, 1-lb. prints, 30 and 50-lb. box, 35c lb.; 30 and 63-lb. tubs, 34c lb. Markle, Ind., 1-lb. prints, 30 and 50-lb. box, 35c lb.; 1-lb. prints, 10 and 20-lb. box, 35½c lb. Columbia Cross Roads, Pa., 1-lb. prints, 10-25-50-lb. box, 36c lb.

Chickens.—Marion, Ohio, old, live, 13c lb.; dressed, 14c lb; young, live, 14c lb.; dressed, 15c lb.; no orders on Marion less than 50 lbs. Salisbury, Md., live, 14c lb.; dressed, 16c lb.. Clayton, Del., young, dressed, 20c lb.; stewing, dressed, 18c lb. Newport, Pa., live, 13c lb.

Ducks.—Salisbury, Md., live, 16c lb.; dressed, 18c lb. Marion, Ohio, live, 16c lb.; dressed, 18c lb.; no orders on Marion less than 50 lbs.

Turkeys.—Frederick, Md., dressed, 25c lb. Marion, Ohio, live, 22c lb.; dressed, 24c lb.; no orders on Marion less than 50 lbs.

Week-End Box.—Salisbury, Md., 4 lbs. dressed chicken or duck and 1 doz. eggs, $1.15.

Onions.—Clayton, Del., large, ⅝-bus., 50c basket; stewing, ⅝-bus., 70c basket; pickling, ⅝-bus., 85c basket

Fried Tomatoes in Glass.—Burlington, N. J., ½-doz. qt. jars, 45 lbs., $1.75.

Peaches in Glass.—Large Yellow. Burlington, N. J., ½-doz. qt. jars, 50 lbs., $2.

Apples.—Rochester, N. Y., Baldwin, $2.25 bbl; King, $2.75 bbl.; Northern Spy, $2.50 bbl. Orr's Mills, N. Y., Newtown Pippin, No. 1, $1.45 bus. box; $4 bbl.; Newtown Pippin, No. 2, 70 bus. box; $1.45 bbl. Cumberland, Md., York Imperial, Pounds, Smith's Cider, Stark's, $1.50 bbl. Clayton, Del., York Imperial ⅝ bus., 55c basket; Cart House, ⅝ bus., 60c basket. Charlottesville, Va., Winesap, $1.50-$2.$3 bbl.; Albemarle Pippin, $4 $5 bbl.

Combination Order.—Morristown, N. J., ½ bus. potatoes, ½ bus. Baldwin apples, $1.35, charges paid.

Wild Rabbits.—Lyons, Ind., drawn, box of 25; bbl. 60, 15c each; full dressed, box of 24, 20c each.

Meats.—Salisbury, Md., country scrapple, 8c lb. Charlottesville, Va., country hams, 28-30c lb. Clayton, Del., young pigs (dressed), 50 to 75 lbs., 11c lb.; fresh country sausages, 18c lb.; fresh country scrapple, 12c lb. Columbia Cross Roads, Pa., 5 and 10-lb. pails, 20c lb. Brooklyn, N. Y., fresh sausages, 17c lb.; smoked sausage, Frankfurter style, 15c lb.; smoked meat sausage, bambologna, 17c lb.; liver sausage, fresh (round), 15c lb.; summer sausage, Cervelate style, 32c lb.; smoked hams, 16½c lb.; smoked shoulders, 17c lb.; boneless bacon, 20c lb.; smoked beef tongue, 4½ lbs. each, 20c lb.; boiled hams, 22c lb.; print lard, 10 1-lb. pkgs., 14c lb.; fresh hams, 17½c lb.; meatloaf, 20c lb.

Fruit.—Baltimore, Md., Florida oranges, 96s-126s, $2.50 box; California navel oranges, 96s-126s, 150s, 176s, $2.50 box; grapefruit (fancy), 46s, 54s, $2.50 box; 96s, $2 box; California lemons (fancy), 300s, 360s, $3.25 box; pineapples (fancy), 18s, 24s, $2.60 crate; 30s, $2.30 crate; tangerines (fancy), 120s, 140s, 160s, $1.60 ½ box.

Italian Chestnuts.—Baltimore, Md., 7½c lb.

Stevens Bill, Giving Manufacturers Right to Fix Retail Prices, Being Pressed for Passage.

House Committee Gives Hearing to People in Favor of Bill. Nobody Appears Against It. New Measure Hopes to Do Many Good Things to Business.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
January 15, 1915.

A hearing was granted by the House Committee on Interstate and Foreign Commerce last Saturday to people who wished to speak for or against the Stevens bill, which aims to do various things to business, particularly give manufacturers the legal right to fix retail prices. The bill has been endorsed by a large number of retail merchants' associations all over the country.

Those who appeared before the committee in favor of the bill included Louis Brandeis, Dr. Lee Galloway, Professor of Commerce and Industry, of New York University; Mrs. Christine Frederick, Domestic Economist, member of the Housewives' League and consulting editor New York "Sun" and "Ladies' Home Journal"; and Mr. M. Zimmerman, of the editorial staff of "Printers' Ink."

The Stevens bill aims to correct false or misleading advertising, sham "bargain" pricing and substitution of inferior articles in place of standard goods; it will likewise prevent various frauds in mail order buying. In the broader sense it would decrease business congestion in the larger cities and prevent the increasing injury to the smaller cities and towns by the centering of business in two or three of the great cities.

This bill has been endorsed by hundreds of thousands of consumers and business men in all lines and sections. Many Congressmen and Senators have written endorsements of it. In the present House about one hundred and fifty members have endorsed it. Already about twenty new members of the next House have declared themselves in favor of it. The American Fair Trade League is working for it hard.

HOLT.

What People in Ecuador, South America, Are Paying for Groceries To-day.

The following are the present retail prices of necessities in the markets of Guayaquil:—

Beans, per lb.	$0 10
Butter, per lb.	1 00
Candles, each	10
Chick peas, per lb.	20
Chocolate, per lb.	25
Coal, per sack	70
Coffee—	
Bean, per lb.	20
Ground, per lb.	30
Eggs, each	04
Garlic, per lb.	10
Lard—	
Imported, per lb.	45
Domestic, per lb.	40
Lentils, per lb.	15
Matches—	
Imported, per pkg.	25
Domestic, per pkg.	20
Onions, per lb.	15
Potatoes, per lb.	05
Rice, per lb.	10
Salt, 2 lbs.	05
Spaghetti, per lb.	25
Soap, bar	10 125
Starch, per lb.	15
Sugar—	
First, 25 lbs.	2 60
Second, 25 lbs.	2 50
Meat, per lb.	30 40
Olive oil, per qt.	1 10 1 20

The above price remain nearly stationary.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

THE PURE SYRUP *of the* SUGAR CANE

Contains a FULL POUND (16 ounces) of

CRYSTAL DOMINO SYRUP

delicious and full flavored Cane Sugar Syrup—a body builder for children—an energy builder for grown-ups. This famous syrup is now packed to

RETAIL AT 10 CENTS

Put up in Sanitary Containers—clean, compact, convenient—thoroughly sterilized, hermetically sealed and no preservatives are used. Two dozen cups to a container, $1.80 per container.

Thoroughly Advertised

Crystal Domino Syrup will share in the extensive advertising always under way on all Crystal Domino Products. Magazines, women's publications, newspapers, street cars, bulletin boards—all will be used to continue and enlarge the active demand for this excellent syrup.

THE AMERICAN SUGAR REFINING COMPANY, NEW YORK CITY

BABBITT'S CLEANSER

The Big Seller

The large, new can of Babbitt's Cleanser that sells for 5 cents enables your customers to cut the cost of cleaning in half because it's as big and as good as others which cost 10 cents. It sells twice as easy and twice as fast as any 10-cent cleanser. Extensive advertising is featuring the new package, the low price, and the fact that the Trade Marks are good for beautiful and useful presents. Take advantage of the demand we are creating and see that the showy can is prominently displayed on your shelves. You'll never have a complaint from a customer who uses it.

B. T. BABBITT, Inc.

NEW YORK CITY

The Only Match Ever Awarded a

GRAND PRIZE

and Medal for Practical Demonstrated Safety

Safe

Home

¶ At the recent Exposition of Safety and Sanitation in New York City, when the latest achievements in promoting public safety and sanitation competed for recognition, the jury of award ordered a Grand Prize—the highest award—and two Medals, struck in honor of the only match ever proved to be free from ordinary causes of accidental fire and poisoning—the "Safe Home" match. One Medal went to The Diamond Match Company and the other to the scientist in its factories who labored long and persistently to make it

The Best and Safest Match Made

¶ Grocers who value their own safety and appreciate their responsibility to give their customers safe, uniform and superior goods—will push "Safe Home" matches first, last and all the time.

THE DIAMOND MATCH COMPANY

WITH THE EDITOR

The Difference Between Big and Little Business.

George Horace Lorimer, editor of the "Saturday Evening Post," is credited with the following:—

> There is no fundamental difference between big business and little business except in size. The sound country bank is run on exactly the same principles as the biggest bank in Wall street. The Steel Corporation or the International Harvester Co. is essentially just the village hardware store magnified a million diameters.
>
> Profit is the motive of all business, and the quest is as keen in little business as in big. The dividing line between good business and bad business has no relation whatever to the line between big and little. On both sides of the latter line you will find integrity and fairness, or chicanery and oppression.
>
> The important superficial difference is that big business is most subject to criticism and most often called to account. It tends, therefore, to become consciously charged with a certain public interest and to become socially educated. The so-called welfare work for the health and recreation of employees, in which nearly all big businesses engage more or less extensively, is a result.
>
> It is not that big business is more sinful than little business, but that its sins may be more readily discovered.

We do not agree with this at all. There *is* in our judgment, a vital difference between big business and little business—a difference in *power* and the result of power. The small business man never gets much power, therefore he seldom or never tries to put over anything corrupt. But big business, after it reaches a certain point of bigness, begins to feel its oats. It begins to stretch its arms and feel its muscles, and history is that it begins to reach out for more power—and more—and more—and if it finds obstacles, it disposes of them, sometimes by the foulest means.

Yes, indeed, there is a very great difference between big business and little business.

Something About the Basket Manufacturer.

Probably the manufacturer of baskets has done more—perhaps unconsciously—to aid the cause of short weight and measure than anybody else. No manufacturer of scales deliberately made scales that weighed short. Nor did manufacturers of half peck measures, or manufacturers of tin measures, or manufacturers of weights. But the basket manufacturer made whatever people would buy. He made a "short" this and a "double short" that, and the result was a very large collection of misfit baskets—baskets that made no effort to conform to any certain measuring system, though most consumers believe they still contain the quantity they were supposed to contain in the beginning.

Below appears the report of 1914 of the Sealer of Weights and Measures of Burlington County, N. J. It bears directly on what is here said about baskets:—

	Correct	Con.	Ad.
Hopper scales	3		
Wagon scales	72	4	
Other platform scales,	131	2	10
Counter scales	459	16	14
Spring balances	112	13	6
Beam scales	42	1	4
Computing scales	74	2	
Slot personal scales	4		
Dry measures	472	17	
Liquid measures	402	6	
Milk jars	3,840		
Automatic pumps	32	6	
Baskets	3,640	440	
Boxes		62	
Yard sticks	127	4	
Counter measures	68		
Tapes	14		
Coal loads	16		
Weights	2,560	29	
Packages	196		
Butter prints	240		

By far the largest percentage of condemnations was in baskets. Out of 4,080 examined, *four hundred and forty*—over ten per cent.—were condemned. Not in any other type of scales, measures or weights was there anything like such a percentage of frauds. The net weight and measures laws will be good things for the basket manufacturer.

Opposition in Face of This.

There is a disposition among manufacturers of fabrics, and the wholesalers and retailers who distribute them, to oppose the bills pending in Congress to establish purity standards for all sorts of fabrics, as the Federal Food and Drugs Act establishes standards for food and drugs. This in the face of conditions like the following, which comes from the American Consul General at Hongkong, China. It refers to pongee silk, which is largely sold in this country:—

> The actual result of the year's business was that there was an increased export of 784 piculs (104,533 pounds). The prices of 1912 were not maintained. Qualities were were not very good. Owing to shortage of Nanshan silk, weavers mixed Manchurian silk with the local article, and, though this may have been profitable to them for a time, it did much damage to the trade. Prices of Shantungs gradually fell, and at the end of the year were lower than they had been for many years. A matter of regret is the tendency on the part of manufacturers to reduce the quality of their goods, especially when there is a brisk demand. There will always be a good market for Shantung pongees shipped from Chefoo so long as the dealers refrain from dishonest tricks, such as "loading" the goods with rice paste to increase weight; trying to pass joined, as whole, pieces; cutting down standards lengths; and smoking the material with sulphur to give a false color.

Under the present law pongees can come into this country, adulterated like this, and be freely sold as "genuine imported Chinese pongee." There are no standards whatever. Pongee loaded with rice paste and smoked with sulphur is identical under the law with pongee which is absolutely honest. What an outrage such partiality among commercial products is!

Giving the Jobber a Square Deal.

Apropos of the page advertisement headed "Give Your Jobber a Square Deal," which is now a regular feature of this paper, we have the following letter from a Towanda, Pa., subscriber:—

> Towanda, Pa., Jan. 12, 1915.
>
> To the Editor.
>
> Dear Sir:—I have read with much interest from week to week the advertisement headed "Give Your Jobber a Square Deal and Other People Will Give You One."
>
> This is surely an unusual advertisement, and I have wondered what the retailer gets when he does not give the poor wholesaler his just dues.
>
> Do you think, Mr. Editor, that the retail grocers of Pennsylvania deserve to be thus held up before your many readers as dishonest men?
>
> It hardly seems right that the grocers as a class should suffer for the sins of a few. It hardly seems right that the firms paying for this advertisement, who are entirely dependent upon the retailers of Pennsylvania for their success should thus brand the very men upon whom they depend.
>
> RETAIL GROCER.

We respectfully submit to this correspondent, with all kindliness, that he is absolutely wrong. The advertisement referred to touches only those whom it fits. That it fits some is unquestionable—a considerable number, it might be said. There are some retailers who are grossly unfair in their treatment of jobbers, and it has been the hope of this paper, and of the jobbers who are participating in the campaign, that to appeal to these from the standpoint of fair, square dealing would do some good. The retailer who always gives his jobber a square deal has no business reading the advertisement at all—it is not talking to him.

Neither, we submit, are the grocers of Pennsylvania being "held up" before anybody. The "Modern Merchant and Grocery World" does not go to the general public—it goes almost entirely to the retail grocer. Therefore these advertisements are merely talks among ourselves, as it were.

Why Wheat is so High.

A Pennsylvania member of Congress, as is told in a Washington dispatch published elsewhere in this issue, wishes the Secretary of Agriculture to supply information to Congress which will tell why wheat is so high, when the supply is apparently so large.

No need to go to the Secretary of Agriculture for that. The writer will tell this Congressman why wheat is so high—it is because the people who own the wheat, notably the farmers who produced it, are unwilling to sell it until they have squeezed the last drop of profit out of the necessities of foreign countries and of this country. The farmers are hoggish when they see a chance, just like most of us. In this case they can be as hoggish as they like, and nothing can stop them unless the Government is willing to seize their wheat, which there is not the slightest chance of its doing.

The law in this country now is that the owner of a prime necessity like wheat, can refuse to sell it entirely, or agree to sell it only if he gets his price. It is his absolutely to do as he likes with. The law ought to be changed so that the Government can step in the minute there is evidence of a squeeze, instead of waiting until there is evidence of a conspiracy, as it has to do now.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Meat Refrigerating Machine.

Goldens Bridge, N. Y., Jan. 12, 1915.
To the Editor.

Dear Sir:—Please send us names of where we can get the best refrigerating machine for meat market.

Yours truly,
OLMSTEAD & VORIS.

Get in touch with the York Mfg. Co., York, Pa.

* * *

The Best Duplicating Machine.

Falconer, N. Y., Jan. 13, 1915.
To the Editor.

Dear Sir:—Please advise me what, in your judgment, is the best make of duplicators or hand-power rotary printing presses; also where they can be obtained.

Thanking you in advance for the information, I remain,

Yours truly,
A. R. NEWTON.

The most simple duplicator, perhaps, is the hektograph, which is composed of a pan containing a gelatine-like substance that has the quality of taking a copy or impression from typewritten or ink written matter which is laid face down upon the surface of the gelatine. Quite a few copies of this matter can be transferred to sheets of paper laid one at a time on the gelatine. This duplicator costs only a few dollars and may be obtained from almost any office supply store.

If you need and can afford a machine to make a large number of copies, you would be interested in hand-power printing machines which cost from $15 for a machine that prints 4 x 5 circulars and $30 for 6 x 9 circulars, and upward, depending upon the size sheet to be printed. We have asked Hamilton R. Marsh Co., 210 S. Eleventh street, Philadelphia, to send you their catalogue of hand-power printing machines.

The Office Device Co., 716 Chestnut street, Philadelphia, have a second-hand Printograph machine in good condition which they will sell for about $125. This, of curse, is a more elaborate affair than the hand-power printing machine above mentioned.

The multigraph machine is along the same line and ranges in price from $150 to $650. This type machine is sold by the American Multigraph Co., 90 Veasy street, New York City.

There is also a machine called the Mimeograph that costs about $17.50. The Hammond Typewriter Co., Eighth and Chestnut streets, Philadelphia, who were formerly agents for the mimeograph, have several more on hand which they are closing out at $15. The equipment includes a stylus, which is a steel pen used in tracing the copy on a waxed paper, which copy is used in the mimeograph. A typewriter may be used instead of the stylus, of course.

* * *

A Directory of Jobbers.

New York, Dec. 31, 1914.
To the Editor.

Dear Sir:—Do you publish a directory of the wholesale grocers and jobbers in your city?

If so, please let me know price and date of publication, and oblige,

H. F. H. RIED.
Executive Secretary to the President,
Bush Terminal Co.

Orrin Thacker, Columbus, Ohio, publishes such a directory. Price $1.00.

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde,** Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.

Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

12

¶ Take a nationally advertised brand of something—it is worth par no matter how long you keep it, if it is in good condition.

¶ But an unknown brand—the longer you have it the less salable it is and the less money you can get for it.

¶ Did you ever attend an auction sale of a stock of goods?

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

The New York Letter

New York Jobbers to Discuss Live Topics. 1914 Sugar Business Shows Unusually Small Increase in Consumption of Refined. Some Importers Trying to Bring in Colored Tea. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World"

New York, January 15, 1914.

An interesting series of questions will be considered at the meeting of the New York State Wholesale Grocers Association at the Hotel Martinique in this city next Thursday, January 21st. The meeting will take a new turn—instead of having speakers arranged for in advance to discuss the topics, they will simply be announced and anybody who will may discuss them. The subjects selected are as follows:—

Drop shipments, are they a benefit or detriment?

Should the manufacturers hold the profits for a given time in place of allowing it on each bill?

Where the manufacturer sells both wholesale and retail direct, should the wholesaler handle the goods for less than 10 per cent.?

Should the jobber handle any goods for less than 10 per cent., or introduce new goods for less than 15 per cent.?

Is quantity price a benefit or a detriment?

Should beans and peas be sold by weight in place of by the bushel?

Should the weight of a barrel of sugar be standardized?

Should all canned goods have a cash discount of 2 per cent.?

Can we consistently ask for an increase of the jobbing allowance when we are not keeping what is already allowed?

Impress on the Legislature that the business interests are entitled to some consideration.

Should the National bankrupt law be changed? Should we have 1-cent postage? Workmen's compensation law—is it just?

Referring telephone calls—should they be tolerated?

Sugar?

Is credit too cheap? If so, what is to be done about it?

Subsidizing jobbers' salesmen and free deals.

Allowing the cash discount after the discount period has passed.

Cheap rates and buying exchanges, how should they be handled.

Would it be a benefit if all wholesale grocers gave their salesmen their vacation at the same time?

Address by William C. Breed.

Shortweight in nuts—who is responsible and how to prevent?

* * *

The National Association of Sugar Brokers held their annual convention in this city last Tuesday and devoted most of the time to discussing the merchandise war and to decide should that it placed an embargo upon the merchandise brokers, who are merely the channels through which buyer and seller communicate. The following officers were elected: President, L. V. B. Cameron; first vice-president, L. W. Mayer; second vice-president, Truman L. Palmer, Philadelphia; third vice-president, H. C. Earle, Minneapolis; treasurer, J. D. Hegeman, Jr.; corresponding secretary, Schuyler Miller; recording secretary, D. C. Edsall.

Directors to serve two years: J. Harvey Connell, W. W. Gardiner, W. S. Elliott, William Daub, J. T. Brown, Gerard Tameling, V. E. Perley, L. C. Henry and Ariel Meinrath, of Chicago.

Geo. F. Mitchell, supervising tea examiner for this port, has reported to the Secretary of the Treasury that he has examined 92,000,000 pounds of tea during the year. He makes the following interesting reflections upon continuing attempts to import artificially colored tea in spite of the law:—

> Although it has been three years since standards excluding colored teas from the United States went into effect, attempts to import colored teas persist to a certain extent. However, the only importations that continue to give trouble on this account are the country green teas of China. The country green teas are colored in great quantities for other markets, and unless the buyers for the importers in this country exercise reasonable care in their selections of such teas, artificial coloring is quite sure to appear in some of their consignments. However, it is believed that very satisfactory progress has been made relative to informing both the American importers and foreign shippers in regard to the law and regulations on the subject, and there remains no good reason whatever for offering colored teas for entry into this country.

* * *

The annual report of Willett & Gray, sugar brokers of this city, covering the annual sugar business of the United States for 1914 is extremely interesting. Figures show that the total consumption was 3,760,827 tons, an increase of only 17,688 tons from 1913. The increase in 1913 from 1912 was 238,957 tons. The average price of granulated sugar for 1914 was 4.683 cents. The high prices and excitement during the first months of the war are supposed to have caused a curtailment of the year's demand.

* * *

The imports of Rio and Santos coffee into this port during 1914 showed a marked increase, amounting to 512,148 bags, due to the European war situation. The total imports for the year were 3,327,502 bags, as against 2,815,354 bags for 1913. The reason for this is that Europe stopped buying Brazil coffees as a result of the war, and the United States became practically the only customer, therefore, coffee was rushed here, with the result of stagnating the market, as it is at present. Also Germany and Austria bought some of their supplies in this country.

* * *

The National Boot and Shoe Manufacturers' Association in session here during the week was addressed by Ex-president Taft. The general feeling among members as to coming business was optimistic, and everybody appeared to be expecting good trade this spring. Recommendations were made that standard cartons, standard size codes and standard sizes of samples be adopted, and that city banks take country checks at par instead of charging a commission for collection.

The following important resolutions as to patent leather and enameled shoes were adopted:—

> Resolved, That we, the manufacturers' convention, assembled, hereby notify the dealers in boots and shoes that it is absolutely impossible to determine the wearing qualities of any patent or enamel finish leather until same has been put to actual test by the wearer of the shoes.
>
> Resolved, That justice to the wearer demands that all purchasers should be thoroughly informed and made to understand that there will be no redress on shoes of such stock should the leather break, chip, check or peel; also that such goods are sold strictly at the purchaser's own risk.
>
> Resolved, That (aside from absolute fault of construction) we will make no allowances, rebates or credits on shoes that are made from patent calf, patent kid, patent colt or enameled finished leathers.

* * *

The United Cigar Stores Co. made an interesting announcement during the week that it had acquired from the United Chemists Co. a number of combination drug and cigar stores doing business in small cities, and that it would continue the practice of opening new stores that are at least in part drug stores. These stores, according to the announcement, will be opened in towns of 25,000 or less.

Summarized Market Conditions.

Tea quiet. Some foreign inquiry, but not as much as there has been. No change in prices, although India-Ceylon are firm.—Coffee very dull and stagnant. Very little buying.—Sugar unchanged for the week, both as to raws and refined. Market steady.—Dried fruits in somewhat better demand, notably

Weekly Window Display Suggestions

Corn Meal Display.

To make a good window display of new corn meal, first cover the bottom of the window with dark red crepe paper. Then drape paper across the back to imitate a curtain. Make two pyramids to the side of the back of the window of 10-pound sacks of the meal. Then in the center of the rear make one large pyramid of different kinds of syrups. Suspend a neat card across the back like illustration. Make a square inclosure at each side of the window by covering short strips of lath with red crepe paper and nailing these to the bottom of the window. Heap them with corn meal or make a fake bottom of bags with some meal on top of them. Stick a small price tag in each heap, then arrange a few bottles of honey and maple syrup in between the heaps. In front of the window on two small white napkins put a plate with a couple of slices of the meal, then fill a bowl with the boiled meal, place a can of evaporated and condensed milk and a knife, fork and spoon for serving.

ines. Prices unchanged. Apricots firm; peaches steady; raisins dull; rrants firm. Demand firm for all.—nned goods unchanged throughout. ll no figures on the 1914 pack. Fu-es being offered in several lines on actically the same basis as a year ago. Wheat still very firm at the highest ice quoted last week, with demand ry active and market excited.—Flour ing patents quoted at $7, and a shade ve that, and market just as excited the wheat market. The outlook for present very firm.—Provisions some-at easier on heavier hog receipts. l lines about 10 points lower.

Pennsylvania Organization Notes.

The Pittston Association has arranged r its annual banquet, to be held on bruary 10th. It will be a big affair.

* * *

The annual meeting of the Merchants' ssociation of Bradford and Wyoming unties was held at Wyalusing on ursday, January 7th. The meeting as called to order at 11 A. M. by esident Bosworth, and after routine siness had been transacted, an ad-urnment was made to the Hotel Mid-ndorf, where a splendid dinner was rved at the expense of the organiza-on. In the afternoon the meeting convened and the roll call indicated embers present from the following wns: Rushville, Meshoppen, Wyalus-g, Skinner's Eddy, Laceyville, Tunk-nnock, Camptown, Leraysville, Wysox d Terrytown.

The old officers were re-elected, after hich Organizer Smedley delivered an ldress. The meeting was a most in-resting one. This association is com-sed of live wire merchants and it is accomplished a lot of good. E. P. enwood is secretary.

* * *

The Nanticoke Association held its st annual banquet at Eagles' Hall on onday, January 11th. Covers were id for 100 and every place was taken. he menu consisted of a chicken dinner, nd it was a sumptuous repast. Mayer's rchestra furnished the music and a uartette sang several numbers, which ere highly appreciated. Frank Mc-aughlin entertained with feats of "leg-rdemain" and his act was well ap-lauded. Attorney Michael J. Torlinski cted as toastmaster and addresses ere made by William Smedley, State rganizer, and E. T. Messick, secretary f the Pittston Association. Altogether was a highly enjoyable affair. The anticoke Association has had over 000 per cent. increase in its member-ip since it was organized last Sep-mber, and it is out for first prize un-er the Pennsylvania Plan.

* * *

The latest addition to the Pennsyl-ania Plan is the Diamond Match Co. ll goods made and sold by this com-any now figure in the awards. We ope the members of the association ill heartily welcome this new addition the Pennsylvania Plan family.

Mr. Smedley will attend the annual banquet of the Lock Haven Association on January 21st and will speak at Steelton on January 18th.

* * *

Mr. Smedley addressed the associations at Chambersburg on January 13th and Waynesboro on January 14th. Particulars in next issue.

* * *

The following now comprise the membership of the Pennsylvania Plan: Franklin Sugar Refining Co., Borden's Condensed Milk Co., Corn Products Refining Co., Wm. Wrigley, Jr., Co., Joseph Tetley & Co., Inc.; Woolson Spice Co., Loose-Wiles Biscuit Co., H. O. Wilbur & Sons, Diamond Match Co.

These concerns believe in *you,* Mr. Merchant, and desire to assist you in securing that most valuable thing, "organization."

Looks Like Adoption of Standard Barrel.

House Passes Bill, Which Now Goes to Senate. Unlawful to Use Another Barrel in Interstate Commerce if Bill Passes.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
January 15, 1915.

The House yesterday by a vote of 200 to 102 passed the Tuttle bill providing for a standard barrel for fruits, vegetables and other dry commodities. The bill has been pending ever since May, 1913, and is yet to be passed on by the Senate. The discussion of the measure was noted chiefly by the arguments of the State's rights advocates, who held that only the States should be allowed to declare what is a standard barrel.

The bill provides for the following dimensions for a standard barrel:—

> That the standard barrel for fruits, vegetables and other dry commodities, other than cranberries, shall be of the following dimensions when measured without distention of its parts: Length of stave, 28½ inches; diameter of heads, 17⅛ inches; distance between heads, 26 inches; circumference of bulge, 64 inches; outside measurement, and the thickness of staves not greater than four-tenths of an inch; provided, that any barrel of a different form having a capacity of 7,056 cubic inches shall be a standard barrel. The standard barrel for cranberries shall be of the following dimensions when measured without distention of its parts: Length of staves, 28½ inches; diameter of head, 16¼ inches; distance between heads, 25¼ inches; circumference of bulge, 58½ inches, outside measurement and the thickness of staves not greater than four-tenths of an inch.

If this is adopted no barrel can be shipped from State to State unless it conforms with the above.

HOLT.

Judging a Store by Baking Powder

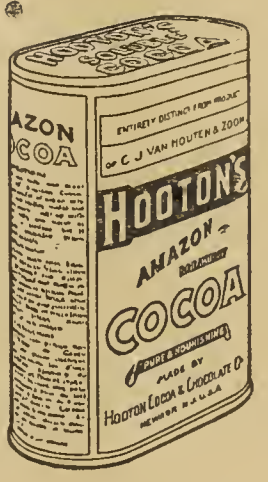
Baking powder seems a little thing to you, but somebody will judge your store by it. We do not see how there can be but one opinion as to

Rumford Baking Powder

None can possibly leaven better or insure more wholesome food. Its absolute **Purity, uniform strength and keeping quality** make baking results most dependable, which means a pleased customer and that every can of Rumford you sell will sell other cans for you.

Rumford pays you a greater profit than any other high-grade baking powder—It will pay you to recommend it.

RUMFORD CHEMICAL WORKS, Providence, R. I.



Why Hooton's Cocoa Sells to All Classes of Trade

People who want money's worth buy our ten-cent can because it's the biggest can of *first quality* cocoa at the price. People who want "The Best" buy **Hooton's Cocoa** because its *quality* and *flavor* please them. We'll show you how to get all your customers interested and sell them more cocoa than you ever sold, by pushing **Hooton's Cocoa.** Write for particulars of our plan.

HOOTON
COCOA & CHOCOLATE CO.
NEWARK, N.J.

"REMEMBER HOOTON'S, NEWARK, N.J."

The Proper Care of Perishable Food Products by the Retailer

The National Wholesale Grocers' Association of the United States has prepared and is issuing to the retail trade some extremely useful matter under the above heading, the point being to supply some practical directions by which spoilage in the retail store may be reduced as much as possible. From time to time the "Modern Merchant and Grocery World" will publish brief extracts from this matter.

No. 3. Canned Foods.

Canned foods are probably the least perishable of all grocery products if properly handled. Not long ago there was held a banquet of food experts. Some canned corn that had been packed twenty-five years ago was opened and was pronounced by all the experts to be perfectly fresh and sweet. In fact, it was in a much better condition from a chemical and dietetic standpoint than the so-called fresh article would have been after it had been severed from the stalk for two or three days.

On the other hand, it is well known that all canned foods are perishable, if not given proper care, and the following points should be noted and the suggestions observed:

Canned foods should be stored in a cool, dry place. Cases should be piled in such a way that the air will circulate among them, and so that they may be readily inspected to discover possible leaks. If an individual can should happen to spring a leak the moisture will extend to other cans, and the rust will eat through the tin and cause the other can to spoil. For this reason whenever a leak is detected, the leaky can should be removed at once and the other cans wiped dry. A case of goods that is stored on a damp floor will absorb moisture and the bottom tier of cans will soon become rusty and spoiled.

Do not allow canned foods to freeze if it can be avoided. A frozen can bulges and sweats. If the goods should become frozen by accident, they should be thawed out very gradually in a low dry temperature of about 40 degrees Fahrenheit. After they are thoroughly thawed the cases should all be opened and the cans wiped dry. If the thawing takes place too quickly the strain of contraction will sometimes cause a leak.

If these precautions are taken it will be found that the frozen goods have suffered no deterioration; but do not allow the goods to freeze a second time.

Canned foods are thoroughly sterilized under great pressure at very high temperatures, and under ordinary conditions will not deteriorate; but if the air is allowed to enter into the can through the smallest hole, caused by a rust or other injury to the tin, the sterilization loses its value, and the goods will quickly spoil. The hermetically sealed can never rusts from the inside. The danger from rust is from the outside, and this may be avoided by keeping the surface of the tin always dry.

A leaky can may be detected by shaking the can which is suspected. If the can is leaky liquid will escape, the can will appear light in weight, or the contents will rattle. A spoiled can which is not leaky will almost invariably swell or puff at the top and is of course unfit for sale. In this connection it is well to call the attention of the trade to the difference between "swells" and "springers."

"Swells" are caused by the expanding of gases which are formed when goods spoil, or they may be the result of filling the cans too full at the time of packing, and the natural gases which always accumulate will cause the tops or bottoms to bulge. Such goods are perfectly wholesome, but it is unsafe to sell them as they cannot be distinguished from goods actually spoiled till the can is opened, and the test should then be made only by an expert.

On the other hand, "springers" are the result of a new process in canning by which sanitary cans are used, and the filling and sealing of the can is done entirely by machinery, without the use of solder. With the present development of this process the covers and bottoms are sometimes not sufficiently reenforced and careless or rough handling of the goods will cause the tops or bottoms to bulge outward. The canners are constantly improving the sanitary cans, and all this difficulty will be eventually eliminated. If pressing in the cover causes it to spring back to normal position and to remain there, and the can does not bulge at the opposite end, the contents of the can are in good condition and are fit for sale. Otherwise the can should be classed as a "swell."

The guaranties given by the jobbers against "swells" and "leaks" are usually very liberal in point of time, and are the maximum which they in turn can secure from the manufacturer. It is well to inform yourself fully as to these guaranties in order to avail yourself of this protection. No fair-minded retailer should expect or ask for credit on such goods unless the claim is made within the well defined time limits.

Avoid rough handling of canned foods, as leaks are sometimes caused in this way. As a general proposition we may state that the highly sanitary conditions and scientific methods used in our modern packing plants, together with the careful inspection and supervision of the entire industry by the State and Federal governments, have brought about a condition in the canned food business which insures cleanliness, economy and convenience to the housewife.

December Failures Increase, So Do 1914 as Compared With Last Five Years.

In all Lines of Merchandising December Disasters Showed Excess Over December, 1913. Failures for 1914 Also Show Greatest of Last Five Years.

Reports of failures in the various mercantile lines for December, 1914, as compared with December, 1913, and for the last five years in comparison, have been received. The December figures how a decided increase over the December of 1913 in almost all lines.

The figures as to December are are follows:—

General Stores.—December, 1914, 247; liabilities, $2,577,236; December, 1913, 152; liabilities, $1,205,389.

Groceries, Meat and Fish.—December, 1914, 280; liabilities, $1,134,464; December, 1913, 218; liabilities, $982,226.

Clothing and Furnishing.—December, 1914, 100; liabilities, $2,246,074; December, 1913, 151; liabilities, $1,614,308.

Dry Goods.—December, 1914, 116; liabilities, $1,728,025; December, 1913, 70; liabilities, $6,065,064.

Shoes.—December, 1914, 53; liabilities, $358,275; December, 1913, 35; liabilities, $301,265.

Hardware.—December, 1914, 55; liabilities, $418,246; December, 1913, 59; liabilities, $421,063.

In every line, not only the above, but all other lines of merchandising, December failures were greater than those of December, 1913.

The failures for five years past, including of course 1914, are equally interesting. The figures are as follows:—

General Stores.—1914, 1,789; 1913, 1,615; 1912, 1,777; 1911, 1,380; 1910, 1,228.

Groceries, Meats, Fish.—1914, 3,022; 1913, 2,774; 1912, 2,597; 1911, 2,134; 1910, 2,319.

Clothing.—1914, 1,558; 1913, 1,155; 1912, 1,121; 1911, 1,039; 1910, 965.

Dry Goods.—1914, 916; 1913, 728; 1912, 780; 1911, 671; 1910, 502.

Shoes.—1914, 453; 1913, 453; 1912, 411; 1911, 349; 1910, 358.

Hardware.—1914, 351; 1913, 347; 1912, 287; 1911, 302; 1910, 244.

Thus the failures in all lines were greater in 1914 than in any other year for the last five.

Another New Parcel Post Scheme.

Many Mail Order People Combine and Get Parcel Post Postals in Consumers' Hands in a Lump.

There is another mail-order scheme out, somewhat different from the others. It consists of mailing to consumers a fat envelope bearing the following matter:—

> This envelope contains interesting announcements by Philadelphia's most progressive business institutions of vital interest to every member of the family.

Inside is a bunch of business postals, which are intended to be used in parcel post. The postals represent different concerns who will ship goods by mail. In the postals which were shown to the writer the following concerns were represented:—

Finley Acker Co., coffee.
Merchants' Union Trust Co.
Modern Magazine Subscription Agency.
Great Bear Spring Water.
Newton Co., coal.
Albert Gentel, electrician.
Wills-Jones-McEwan Co., milk.
J. F. Miller, housefurnishing goods.
Bartlett & Co., heat experts.

Willard M. Rice, insurance.
Heaton & Wood, hardwood floor.
Chas. W. Young & Co., soap.
Wagner & Taylor Co., insurance.
Keystone Heating and Equipment Co., heaters.
N. W. Halsey & Co., bonds.
Grebnelle Novelty Co., parlor baseball game.

ant Another Investigation as to High Wheat Prices.

nnsylvania Member Wants Secretary of Agriculture to See How Much Wheat and Other Food Products We Raise and How Much We Send Abroad.

ecial Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
January 15, 1915.

The usual resolution to investiate high prices has appeared in the ouse, being fathered by Representative Farr, of Pennsylvania, who ants to know why wheat is so gh. The resolution demands at the Secretary of Agriculture pply Congress with the following formation:—

First.—The total production in the United States of each of the principal food cereals for each year from 1904 to 1914, inclusive.

Second.—The total production in the United States of wheat flour, cornmeal, rye flour and preparations of cereals for table food for each year from 1904 to 1914, inclusive.

Third.—The total number of cattle, sheep and hogs in the United States suitable for food for each year from 1904 to 1914, inclusive.

Fourth.—The total production in the United States of fresh beef and veal, fresh pork, mutton and lamb, bacon and hams for each year from 1904 to 1914, inclusive.

Fifth.—The total quantity and value of each of the articles mentioned in the four preceding paragraphs consumed in, and the total quantity and value thereof exported from the United States in each of the years from 1904 to 1914, inclusive.

Sixth.—The residue or surplus, if any, of the yield, production or manufacture, as the case may be, of each of said articles, after deducting the quantity consumed in and the quantity exported from the United States in each of the years from 1904 to 1914, inclusive.

Seventh.—The price of wheat on the Chicago market on the 1st or 15th day of December in each of said years.

Congress is a good deal tired of investigations and nobody expects it to pay much attention to this one.

HOLT.

GIVE YOUR TRANSIENT

cash buyer a chance. Sell him a coupon book and get all his trade. Hold your credit customers in check by having them use our

Indexed Coupon Books

Let our books relieve YOU of losses—forgotten charges—disputes—95 per cent of your book-keeping, etc. Will get the cash—hundreds of merchants have used them for years—there's a reason. All sizes—inexpensive—F. O B. destination. Most convenient book made.

WE HAVE SOLD MILLIONS OF THEM!

We want you as a customer. Free samples on request. Ask for them.

J. P. FORBES, Forbes Building, Coshocton, Ohio

Parcel Post Free

Set of Standard Dry Measures, ½-pk., ¼-pk. and qt.	$0.75
Butcher's Frock Coat, each	1.50
Grocer's Long Aprons, half dozen	1.50
Hanging Bag and Twine Holder	.75
Swiss Cheese Slicer	3.50
Cheese Knife, 12 inches, tinned blade	.75

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Delivery Boxes.—With a roll of metal binding, a gallon of paint and 10 pounds of nails, you can save your firm a clean $50 bill this year that has just started.

Some stores use made-to-order boxes for delivery, some use their own as they come along, and some cling to the basket. The three are wrong, and the three are expensive.

The better way is to make your own boxes. You will need a variety of sizes, and you will have to pick out the strongest, of course. Soap boxes, like Kirkman's, Ozone and Babbitt's, will do for the regular sizes, so will tomato cases of the strength of Doverdel, and corn cases of the quality that the Honey Drop people put out.

* * *

You can buy inch or half-inch metal binding by the reel, same as the jobbers use when shipping an assortment of select groceries. This metal is nailed around both ends. You then paint your box a dark red; when dry you stencil the name of the firm on both sides. Any good sign writer can cut the name on heavy cardboard, which should be shellacked.

* * *

Say you have three drivers, and you have each one 20 boxes, making them No. 1, No. 2 and No. 3, each man using his own number and each one accountable every Saturday night for his 20.

* * *

After this is done you begin saving boxes by carefully removing the covers and nailing them back. Surely 1,000 boxes can be saved this way in one year that would be left at the back door of your customers because no apparent value was placed on them.

* * *

You know a lot of people have what the French call a penchant (a liking, a desire) to hold on to every grocery box that comes to the house. They're so "handy" for firewood, etc.

But when a box is bound and painted and lettered and numbered, and when your driver says that that particular number is charged up to him, confiseating is at an end.

* * *

It may be that some of you who are reading this are doing the very thing suggested, but nowhere in the East, at least, has the writer seen the homemade box used as it should be used. If your hardware man doesn't carry the binding, or doesn't know where to get it, write to me and I'll give you the address of one of the big fellows.

VOGT'S PHILADELPHIA SCRAPPLE

LIBERTY BRAND

"Select Pork" and fancy cornmeal

A Meal for Six

Satisfying the appetite and nourishing the body—cheaper than any meat you buy. Packed hot, automatically, in sanitary cans, containing 26 oz net weight of

VOGT'S Canned Philadelphia SCRAPPLE

LIBERTY BRAND

The Only Canned Scrapple

Thrifty housewives like its full flavor, and it will keep until used.
It may be served in many ways. Booklet with receipes attached to each can.

Send order either to your wholesaler or to us mentioning his name

$1.80 per Dozen—2 Dozen to case

FREIGHT PREPAID ON 5-CASE LOTS

We will be pleased to send you free a couple of sample cans for use in your own home to test it, on request.

Phone, Preston 4913

F.G.VOGT & SONS INC. PHILADELPHIA

It may be prepared in many ways. This is one way—

Try fried Scrapple with boiled or poached eggs. This makes a savory combination.

The Grocery Markets

Tea.

The tea market shows no change for the week, demand light. Interior trade from foreign countries in the lower grades still continues and is fair. There has been no change in any line of tea during the week.

Coffee.

No change has occurred in coffee during the week, but the market is inclined to be easy. The demand is quite light, buying being from hand to mouth only. Coffee options have made some slight declines during the week. The market can be said to be quite stagnant and there is no immediate indications of any great improvement. Coffee is selling every day, but there is no under current of speculation in the demand and no indication of any intent to anticipate wants.

Sugar.

The sugar market shows no change for the week. Raws are perhaps a slight shade higher, but not materially so. Refined sugar is exactly where it was a week ago, there being no change and no immediate indication of any, although the market can be said to be strong. The heavy rains, with their consequent reduction of crop, continue in Cuba. The market will be firm and may advance as long as that condition continues.

Syrup and Molasses.

There has been no change in glucose during the week, or in compound syrup, sugar syrup or molasses. The demand is fair for the season, but without any particular boom.

Fish.

Fish is neglected. All grades of mackerel are in quiet demand, for actual wants only, at unchanged prices. There is no indication of any remarkable movement in mackerel. Cod, hake and haddock about unchanged and in fair demand. Salmon is unchanged and quite slow. Imported sardines are in fair request at about steady prices. The supply is not large. Domestic sardines unchanged and firm.

Canned Goods.

The spot market on tomatoes seems to be very much stronger and an advance of fully 25 cents per dozen has been made during the past week. There is no change in corn or peas in spot. There is nothing in future most all on well-known brands and fancy grade for export label. The canning lines started in Baltimore are unchanged with the usual demand at this season.

Beans and Peas.

Per beans have declined quite a few cents, fully 25 cents a bushel, during the past week. Marrows are strong but unchanged in price. There is a fair demand for green and Scotch peas but no change in prices. Yellow split peas are closely cleaned up, and the market will no doubt be entirely bare by the time the new crop is ready.

Dried Fruits.

Prunes are selling slowly, with unchanged prices. In fact, in all dried fruits the trading is only from hand to mouth. The advanced price of raisins on the coast has made no change in the spot market.

Butter.

The average quality of butter arriving is very good for the season. The consumptive demand is about normal and the market is steady on the present basis of quotations. The stocks of storage butter are lighter than usual for the season. The market is in a fairly healthy condition and no change of any importance is expected in the near future.

Eggs.

Fresh eggs continue to be very scarce, and the market is firm at unchanged prices, fresh receipts cleaning up on arrival. Storage eggs are in good demand, and the market is firm, at about 1 to 2 cents higher than a week ago. No change is expected until there is an increase in the receipts, which will not be for a couple of weeks.

Cheese.

The cheese market is steady at unchanged prices, with only a moderate consumptive demand. Stocks in storage are reported to be larger than usual, but as there is considerable cheese being exported, the market is in a fairly healthy condition and not likely to change for some time.

Provisions.

Everything in the smoked meat line is steady at unchanged prices, with only a moderate consumptive demand. Pure lard and compound are in fair demand at prices ranging about the same as last week. Barreled pork, canned meats, dried beef are all unchanged, with very light consumptive demand.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

There is a growing feeling of confidence in the trade here that the canned goods business in 1915 will be active, with a firmer market as to prices. The business done in the first week of the new year, while not large in volume, was much larger than was done in this market in the corresponding week of last year, and the shipments were more widely scattered. The temperature this week was mild enough to permit the shipment of goods without danger of freezing on the road, and the buyers took advantage of it. Tomatoes, sweet potatoes, spinach, cove oysters and pears were the active articles, the other items receiving less attention.

The month of December is always considered to be the dullest month of the year in this market, and November is usually one of the busiest months, but this year there were more tomatoes sold in the last half of December than were sold in the last half of November, and the larger part of them was taken by Western houses for quick shipment which appears to be a rather significant pointer on the market for them during the next six months. The liberal buying of tomatoes this week was surprising, coming so quickly after the opening of the year, and the fact that every order was for quick shipment indicates that the buying will be continuous during the remainder of the season. There are more rumors about tomatoes being bought for export, but jobbers need not allow such reports to govern their purchases; at least, not for some time to come.

Other vegetables were fairly active this week. Sweet potatoes were bought by the Western houses. Spinach was purchased by both Eastern and Western jobbers, and corn was taken by Eastern and Southern buyers. These three articles bid fair to be active from now on and, perhaps, a bit higher as to prices. If the foreign countries buy any canned goods at all in this market, their first purchases will be, most likely, corn, spinach, peas and beans, for the reason that they will get very little fresh vegetables next spring from their usual sources of supply. If there is anywhere near the usual demand for these articles next spring in our own country there may not be much left, except peas, for export.

Pears was the only article in canned fruits for which there was a fair demand this week, and the orders for them embraced every grade of fruit from the cheapest water pears up to the finest selected fruit in heavy syrup. Probably the stocks of pears in the other canning States have been sold out or largely reduced. The remainder of the list of fruits, excepting some sales of apples, was almost at a standstill during the week. The canners, however, are not much concerned about them, because the stocks are small.

The extremely cold weather prevailing along the Chesapeake Bay during December caused higher prices for raw oysters, and the market for cove oysters is now beginning to show the effects of it. There was good buying of them this week at attractive prices.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

There is a decidedly good demand for everything in the line of herrings, but unfortunately, supplies of the right kind of stuff are very limited. We had a shipment of Holland herrings, which sold very readily ex dock, and we want more, and we cannot get them. We need some good stuff in the line of Scotch herrings, and while we are getting them, we are not getting herrings which are desirable. They are getting scarce both abroad, as well as here. The catch of milk and roe herrings in Norway has started, and while it was very bad in the beginning, it has now somewhat improved, and prices are more reasonable. We are expecting the first shipment at an early date, and if the quality is what the trade here wants, it is likely that we can do quite a large business with these Norwegian milk and roe herrings this season, owing to the scarcity of both Scotch and Holland.

The trade in mackerel is still rather dull, but is showing some improvement, particularly for small sizes, which are rather firmly held. Besides, there is very little here of real fine, fat, white Norway mackerel, and the little that is here of the stuff is held very firmly and in very few hands. There is a lot of rubbish here which will have to be disposed of at whatever it will bring.

The sardine trade is good, not buoyant, but the trade is taking imported sardines in a very satisfactory hand-to-mouth way, and this is probably very good, because the stocks are limited. We have reports from our people in France that they expect to have some few sprats, but they are asking exorbitant prices which we do not believe the American trade will pay, as long as they can get Norwegian sardines, which will answer the same purpose for about the same, or even a little less money. From Belgium, where we get our principal supply of sprats, of course, no goods will be had this season. In Portugal they are packing a few fish here and there, but nothing of any consequence. Our people in Norway report that Germany and England are steady buyers for all the sardines that they can pack. Consequently prices are keeping up, in spite of America not buying much at the present time.

Trade in general in our line is fair; in fact, we may say good for the beginning of the year, and it looks to us as if a general improvement were just about due. There is a better feeling in the trade in general, and the buyers take more interest in offerings than they have during the last few months.

STROHMEYER & ARPE Co.
New York.

Evaporated Apples, Etc.

Trading in evaporated apples has been quiet since the first of the month. Very little demand has come from Europe and until there is a better demand from there, local exporters are not inclined to buy. Shippers are getting small orders from the domestic buyers, but not in large enough volume to affect prices. Owing to limited supplies, shippers are not inclined to reduce their asking prices.

Prime quality, in 50-pound boxes, is quotable at 6 to 6⅛ cents; choice, 6⅜ to 6¼ cents, and fancy 7½ to 8 cents. Cartons ½ cent per pound higher. These prices would probably be shaded a very little for carload lots.

C. C. HALL.
Rochester, N. Y.

Spices.

The market is fairly active, prices tending generally higher. Supplies in our country have sharply decreased since last December.

Pepper.—The market quite active. Supplies here continue unusually small. Prices really have advanced about ½ cent per pound since our letter of last week.

Cloves.—In better demand at slightly higher prices.

Pimento (Allspice).—Steady and in better demand. There is a firm undertone and the possibility of an advance.

Nutmegs.—Many grades continue exceedingly scarce. The demand is now very fair and the market is generally firm, with upward tendency.

Cassias.—Saigon rolls are quiet and unchanged. Batavia in better demand at steady prices. China grades now in large demand for spot and nearby at higher prices. Ceylon cinnamon is reported active and higher in all positions.

Gingers.—Rather quiet and unchanged for all grades.

Tapiocas.—In better demand at generally firmer prices. The tendency is upwards.

Seeds, Herbs, Etc.—Stocks are generally light. Laurel leaves, cummin, thyme and the better grades of sage are all higher. On a number of articles in the list the supply is very small, and we would recommend that the trade keep fairly well supplied, as fluctuations are very probable.

McCORMICK & Co.
Baltimore, Md.

PATENTS
and Trade-marks procured promptly
—and properly in all countries—
Davis & Davis, Washington, D. C.

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 18

Many retailers are now signing future orders for delivery next fall. All future buying is more or less of a chance, as of course nobody knows now what the new crops are going to be.

Upon the future orders which you give your jobber—and in which every reputable jobber will absolutely protect you no matter what happens—will depend the jobber's order to the packer. The jobber will believe your order to be bona fide, and will buy enough goods to fill it.

When the goods are delivered, no matter what the market has done, the jobber must take them and will take them. Should the retailer not be equally fair?

No retailer should take a chance on future buying at all unless he intends to fairly abide by his judgment when delivery comes.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexsamer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.

Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiester, Reiff & Co., 36 S. Front St., Philadelphia

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.

Dry Goods—Notions—Knit Wear

Men's Shirts for the New Season.

Manufacturers are now giving close attention to the spring lines of shirts. The fill-in orders from merchants, especially from those having or contemplating the mid-winter special sales, are taken care of as they come along. Besides the mushroom styles, the plaits and heavy corded stripes are plentiful. In fact, most any desired combination of stripes can be obtained. There is a moderate array of figured patterns and some figures combined with stripes. There is a full representation of fine flannels, mercerized fabrics, madras and percales. Purple, red, gray and green stripe effects are now in good demand.

A kind of all-over sprinkled pattern in gray, lavender, pink and blue is a new one that presents a good appearance. In this the color seems to have been evenly sprinkled over the white ground, which shows through at regular intervals. The sport shirt has proven popular since its introduction almost a year ago. The two essential features of these play shirts are short sleeves and low collars. One of the most popular styles is made of white with pleated back and a wide soft collar that can be worn either buttoned or unbottoned at the throat. When unbuttoned the attached soft collar falls away with a V-shaped opening at the neck. Another type along the same general lines has a combination collar that can be worn open or as a regular military collar. These shirts combine neatness with negligee. They are both practical and sensible and are certain to prove easy sellers in the spring and summer.

Ginghams and Other Staple Merchandise at Low Figures.

Prices were named last week on the leading lines of flannelettes. The new basis is the lowest that has prevailed in several years. Buying by merchants is not as yet normal, but the favorable prices are expected to stimulate a large distribution. On other colored lines than flannelettes prices have been fixed on a very low level in the primary market. A basis of 23 cents for staple tickings is also quoted. The price basis of dark staple and fancy ginghams was continued as heretofore. While there has been a substantial influx of buyers the attendance is still not up to the mark, and it is agreed that a great deal of buying will be done by general merchants through the road men. On certain standard lines orders are quite heavy. Jobbers are buying freely in anticipation of strong demand on the part of dealers.

Bottom Touched in Cotton Goods.

Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "An excellent volume of orders has been received for staple domestic cotton cloths and prints since the prices were lowered, indicating that stocks throughout the country are low. This class of merchandise is the best barometer of conditions in the dry goods trade, and the freedom with which buyers are placing orders for their immediate needs is promising of a good spring trade.

"That the bottom has been touched in cotton goods prices is evident from the fact that advances are already being asked by manufacturers on some well-known lines such as bleached muslins and standard staple prints, the latter being quoted at ¼ of a cent advance, to take effect January 18th. Any further changes in prices in the next few weeks will undoubtedly be upward, which fully justifies the action of buyers who placed their orders when the new prices were announced. Current general orders are about normal as compared with a year ago, and more buyers have visited the market."

Outlook for Hosiery and Underwear.

George A. Weinman, manager of the wholesale hosiery and underwear department of Lord & Taylor, New York, makes predictions for the year along optimistic lines, as follows: "Large drafts on the 'bank of hope' are in order for the coming year, with every prospect for cashing in. Who could foresee, when prophesying good things for the past year, that the greatest catastrophe of modern times would cripple the financial and business world. Presuming that nothing worse can happen, it is safe to assume that a slow and steady improvement all along the line will be in order.

"The war will affect business adversely for some time to come, but having withstood the first awful shock we are gradually finding ourselves. The foreign hosiery business is disorganized—its future indefinite. The domestic is also largely dependable on the final outcome of hostilities. Notwithstanding these drawbacks, our enforced economy and the cautious buying hold forth promise of fair future demand, which should show itself in improved sales when buyers seek the market.

"Advance orders have been on the whole gratifying, but curtailed—another evidence is the small stocks in dealers' hands which will need liberal replenishing with the opening of spring business. Fiber and silk hosiery products in plain colors still command the situation. The long-wished for change to fancies fails to materialize. Foreign lines of hosiery and underwear being in such a chaotic state home products will be sought and we look for increased sales in underwear for fall in the dependable American brands.

"Cheaper cotton may affect future prices—no immediate results are noticeable. Unusual conditions have been met with fine quality of courage by the American business world. A little needed encouragement in the way of granting advance rates to the railroads has helped matters wonderfully."

Annual Meetings of Dry Goods Associations. Returned Goods Evil.

This week the following associations will hold their annual meetings in New York, at the Waldorf-Astoria: To-day (Monday), the Jobbers Association of Notion Buyers; Tuesday, the Jobbers' Association of Dress Fabrics Buyers; Thursday and Friday, the National Wholesale Dry Goods Association. On January 11th the Jobbers' Association of Knit Goods Buyers held their yearly convention. On the returned goods evil, reverted to at various times in this department of the "Modern Merchant and Grocery World," Secretary Fernley reports as follows:—

> The association has also brought to the attention of its members important information regarding the returned goods evil, and the possibility of reducing the volume of returned goods through various means. The returned goods evil has been properly regarded as unnecessary and added expense to the overhead account and one which the retailer should be quite as much interested in in reducing as is the wholesaler.
>
> The organization has also suggested to its members the propriety of shortening the terms upon which the merchandise is sold, not attempting, however, to regulate this question by the adoption of any binding regulations, but preferring to appeal to its members on the basis of better conditions in the business and more healthy conduct of the financial end of the business of both the wholesaler and retailer.

Easter Sample Models Now Before the Trade.

Already manufacturers and wholesalers are out in the trade booking orders for Easter shoes. A change, more or less radical, has occurred among some dealers respecting the character of their stock. For a long time orders were taken for delivery in six months. Now it is the common practice to accept orders for delivery in a month. Often style in footwear, says a contemporary, has run its course and been forgotten in six months, and no better evidence is needed on this point than is shown by the wide and present popularity of dull top shoes for women and men. Even the small town merchant with shoes in a special department is after novelties because they are the sellers. Of course in the big cities, the novelty in footwear is the thing, and as an example of this tendency one dealer makes a specialty of showing up in his display window a domestic novelty in footwear every week.

That means a new model each week. No freak style, nor anything gotten up to be just a little different from something else, but a pattern or last that is serviceable. Therefore manufacturers are constantly seeking novel materials and trimmings. It is the new things which sell to-day and that command profit. Evidently the old way of making "bread and butter" shoes is at an end. The new way, even in the staple and general stores, calls for a constant change of styles, and the patterns for Easter, now being shown by the road men and in the sample rooms of the manufacturer and wholesaler, strongly reflect this leaning.

Novelty Lines Strong in the New Spring Patterns. Tendency in Men's Wear.

Rochester, N. Y., factories, which produce some of the best lines of men and women's footwear, are running full time, and most of them busy making lace boots in novelty styles. Many thousand pairs of this new style of shoe were sold in December all over the country. Retailers are selling them strictly as a novelty, it being exceedingly popular in every section of the country.

From reports of road men it appears that in men's shoes there is a growing tendency in favor of patent leather shoes with many cloth tops, selling well in the smaller towns. Shoe merchants are getting better prices. Stock shoes in large demand, which makes it more difficult to secure future orders.

The demand for stitched aloft shoes has existed for a considerable time and shows no signs of falling off. The stitches on the sole can be seen on women's shoes as well as men's, the only difference being a thinner thread and a small stitch. All army shoes are stitched aloft.

Preparations for cleaning suede and cloth top shoes are being placed on the market. A suedene cleans various colors of suede shoes very satisfactorily; while a "cleanall" for fabrics or cloth tops shoes is unburnable and non-explosive. Gasoline is used, but it is dangerous to handle for several reasons.

A shoe which seems certain to have a good run is a high-arched effect, with a wide stage toe and an 11-8 half Louis

WANTED USED NATIONAL CASH REGISTER
Must be modern, a check thrower in good condition and cheap describe fully
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

MAPLEINE
is welcomed by confectioners everywhere indispensable as Maple coloring and flavoring for caramel candies, ices, etc. Won't cook out or freeze.
ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
CRESCENT MFG. CO.
SEATTLE WASH

Boots
Shoes
Findings

el. It comes in cloth top, straight e or button patterns. Another style hich promises well is built with 16-8 17-8 Louis-Cuban heel, a modified uare toe, with a semblance of the unded effect; the pattern calling for -inch vamp and narrow overlapped arter on the overgaiter order, the ight measuring 6¾ inches. New York ate shoe manufacturers are having od business on short foreparts, nar- w toes and two-inch heels.

The new spring sample lines, espec- ly strong on novelty lines, are be- g shown the trade. Fair orders have en booked.

Hardware Tools Specialties

Cancellations Not Accepted in Hardware Lines.

Cancellations of merchandise con- acts and orders, so prolific of abuse several branches of business, and in- ılged in by both merchants and job- rs, is not tolerated by manufacturers d wholesalers of hardware. An order r goods is regarded as a contract, nding on all concerned. When can- llations were received in bunches om the South last fall, due to the col- pse of the cotton market, the hard- are men were almost entirely exempt. he buyer's inability to pay or imper- ctions in merchandise are about the ly excuses accepted in hardware cir- es for a cancellation.

Originating Selling Plans for Moving Goods.

In outlining several plans for moving ods in the hardware annex of a store, e "National Hardware Bulletin," in its Selling Schemes in Tabloid Form," ys the most successful schemes we er hit on for removing from the elves all shop-worn goods is the stock arket sale. The sale was advertised oroughly, explaining how it would be nducted. A counter near the center f the store contained an assortment articles, some worth $2 and $3. The le was advertised to commence at 2 clock in the afternoon and last just e hour. The "market" was controlled y a number of tickets with prices rinted thereon, starting at 50 cents and sing by 10-cent jumps to $2.

Promptly at the starting hour a num- er was drawn and posted as the pre- ailing price of anything on the special ounter. This price was in force just ree minutes, then another was drawn. nd so on. At times buying was very ow, but at other times the clerks were carcely given time to breathe. It ac- ually resembled somewhat a stock mar- et scene on a small scale. Excitement as high and interest keen, especially hen the price made a big drop. A ood job of house cleaning was accom- lished and merchandise of every kind which was partly rusty or looked dingy, like screw drivers, locks of various kinds, tools, hack saws, cutlery, gimlets, ice picks, skates, etc., were sold and gotten rid of.

Another merchant, starting to push a new washing machine, figured out a scheme which not only advertised the washer, but substantially stimulated business in all lines. Displaying a machine in a show window, with display cards calling attention to its various points of merit, the storekeeper announced that this was going to be presented absolutely free to some one. That a numbered ticket would be given with every 25-cent purchase, a duplicate of the number being kept by the store, and that on the last day of the month these duplicate numbers would be placed in a hat and one drawn out. The person having the corresponding number would be awarded the washing machine. Needless to say, few people in that community missed an opportunity during the month to buy something at this store.

Still another selling proposition is detailed in connection with the formation of a gun club. The dealer in question conceived the plan for making such an organization in his town a success from the start. He placed in his show window a handsome $25 gun, which he announced would be given as a prize to the club member making the highest score in the opening shoot. This caused a number of men to join who would not otherwise have done so, and assured the club's success at once. As a result, the merchant who put the scheme into effect stated he sold enough guns to much more than pay him for one given away, to say nothing of what was realized on ammunition, besides increasing sales in other hardware lines. A bright merchant can formulate plans of this kind for a half dozen or more desirable articles in connection with the increase of membership in local lodges and other associations.

ASSOCIATION NEWS.

National Coffee Roasters' Association.

At the recent New Orleans convention of the National Coffee Roasters' Association the following was adopted:—

> Whereas, Owing to the increasing number of coined and trade names that have been and are being adopted as brands for coffee, it is important that complete lists of both registered and unregistered coffee brands be compiled by the association; therefore be it
>
> Resolved, That the association's Executive Committee be, and is hereby authorized to take such action as is necessary to compile such a list, and when compiled to furnish such lists to members at cost and to non-members at such price over cost as their best judgment may dictate.

The association has already instituted proceedings to gather this information from direct sources. This information when compiled will not be made public but will be kept on file.

You Can Increase Your Sales and Profits

¶ You can stimulate your trade and promote your business by using our "High grade—low price" Egg Cartons.

W. A. SCHURMANN & CO.
237 Diamond Street : Philadelphia, Pa.

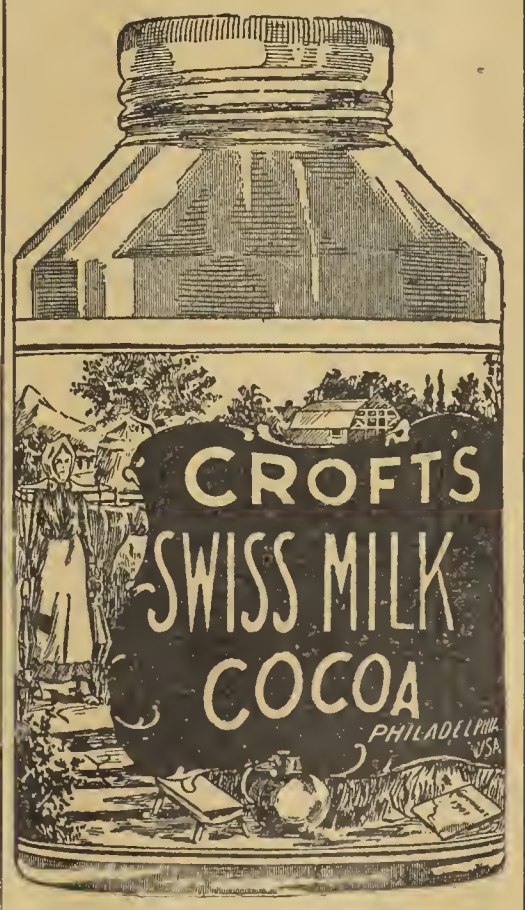
NOW!

When some other foods are high is the time to push **Wheatena,** because it makes permanent customers for it. They don't merely treat **Wheatena** as a make shift until other foods come down, but they hold fast to it right along. After that you merely fill orders at a good profit.

¶ **Wheatena** is the hearts of selected wheat, sterilized, prepared, packed and guaranteed as nobody else does with a cereal.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n

Bought Simply Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. PHILADELPHIA Pennsylvania . .

A New Scheme of Selling Goods.

Did you ever see one of those mackinac coats, or mackinaw coats, or whatever you call 'em? You know what they are—great big plaid things that look like grandma's shawl cut up to make little Willie a coat.

A fellow came through the hotel lobby in one of 'em the other night while I was sitting there talking with another road man. Some color, believe me! It had a potato bug skinned a mile.

"Great gad!" I said, "look at that holy show, going along there!"

The man I was talking with is a great fellow to sit down and babble by the hour about the "science of salesmanship." He's read some books, and cribbed a lot of stuff out of 'em that anybody can have who wants it. He looks on selling a bill of goods like a sort of scientific stunt to go along by steps, each one coming in just where it belongs. I suppose it's all right, but if he tires his customers out using the scheme on 'em like he does me telling about it, darned if I can see how he can do any business.

When I pointed the mackinaw coat out to him, he woke right up.

"Why did you point that man out of maybe fifty men in this lobby?" he said. "What made him attract your particular attention?"

He looked as if he expected an answer, so I said, "I'll be the goat, why was it?"

"Because he was *different*, that's why."

"Cheap kind of difference," I said, "anybody can be different if they want to put on that coat. I can make myself more different than that if I want to—have a pair of pants made of it."

"You don't get the vital principle at all," he said. "The most successful thing in business is to be different from your competitors. Be distinctive—stand out, and people will notice you. Selling goods on the road is the same way. See this tie?"

I'd often spotted his ties before. They're these bunchy bows with long ends that such fellows as artists wear. He wears 'em all the time.

"I figure that's worth $500 a year to me," he said. "I look different from the other men on the road, and people I call on remember it."

"D'ye mean you make $500 more profits for yourself just out of wearing that tie?" I said. Seemed pretty blamed silly to me.

"I do."

"Well, if you feel so sure of it, why don't you wear a couple of 'em and make a thousand? There's even a better scheme—wear four and live on the income."

"That's like you for all the world," he said, "here I give you a great scientific truth about your own business, that you ought to know, and you raise a cheap hoot about it."

"No cheap boot at all!" I said. "All I'm trying to do is to get the hang of it so I can use it. What I can't understand is how such bluffs as that can sell goods."

"They don't sell goods, *I* sell the goods," he said. "The thing in a nutshell is this: in some way you strive to make yourself different. Maybe it's clothes, maybe it's the manner of speaking, maybe it's something else. Whatever it is, customers notice it right away, and you get their attention from the start. Any salesman can sell more goods to people who are listening to him than he can to people who are only half listening to him, can't he?"

"Sounds all right," I said. "It's pretty risky business though, if you ask me. If I went into my customers' stores with one of those loud coats on, trying to be different, they'd boot me out in two shakes."

He showed then that he despised me for being so dumb.

"Oh, you don't have to descend to plaid coats!" he said, "there are hundreds of ways of accomplishing the result without that."

Right here I remembered something I saw in a country trolley last summer, and a big thought struck me. The car I was in stopped at a farm house to let on a woman and a little kid. The kid was the forlornest little critter I ever saw. I thought there was something funny about his looks and when I looked closer and saw what it was I set up a laugh that ain't hardly stopped yet.

This kid had a round bottomed tin thing jammed tight on his head. It seems he had been playing around the floor, under the bed, and had slipped and gone down with his head in this thing so tight nothing would budge it.

His mother was taking him to a blacksmith up the road to get it cut off. She hadn't brains enough to cover it up, and there the poor little tike sat all hunched up with this thing on, and with tracks on his face where he'd cried about it. If somebody could only have got his picture to flash at him ten years from now when he began to love himself!

Well, the kid was sure different, thank the good Lord. I told my friend the story.

"I might go around like that," I said.

"You go to the devil!" he said. "if you can't understand a thing don't ridicule it."

"I ain't ridiculing it," I said. "I'm only trying to get inside of it. As I understand you, instead of going into a store like a plain salesman, I go in somehow different, so instead of looking up and seeing just me, they'll notice something different and be attracted, is that it? And while I've got 'em going, because I'm different, I clap an ord on 'em and say good-bye."

"That's probably as well as y could express it," he said.

Then I started to think up w I could be different, and was fu —the minute I started to do t I could think of dozens of things could do. I thought how my would be pleased, too—she's o said she wished I was different.

"I could always kiss my c tomers coming and going," I looking hopefully up into the o fellow's face for some sign of proval. "That would be differe He wasn't polite enough to say a thing.

"Say," I went on, "why woul it be a bully scheme for me to w women's hats?"

Then what d'ye think the fellow did? I had lots more thi to tell him and he knew it, bu the face of that he spit toba juice right on my shoe and wal away. He says he didn't do it purpose, but I know he did. Ma that's one of his ways of being ferent.

THE STROLLER.

Public Hearing in Washingt Under Net Weight Law February 6.

Will be Before Chief of Bureau Chemistry and Will Consider How Label Quantity of Contents on Pick Olives, Mushrooms and Vinegar.

Special Correspondence of "Modern Mer and Grocery World."

Washington, D. C.,
January 15, 191

The question of the proper m ing as to the quantity of conten the following foods when in p age form: olives, mushroo sauerkraut and cherries in br also pickles in brine, vinegar sweetened vinegar, will be cussed at a public hearing in office of the Chief of the Bureau Chemistry, 216 Thirteenth st S. W., Washington, D. C., at o'clock A. M., February 6, 1915

An opinion has already b given as to the marking of oli packed in brine which it is asser is contrary to the custom of trade.

For the benefit of all persons terested in this matter, an opp tunity will be given them to s their views. Those who cannot tend are invited to express th opinions in writing, addressed the Chief of the Bureau, bef February 6, 1915.

HOLT.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter offee Mill which cost $17; will sell or $9. This mill was only in use ten eeks. Am now using an electric mill. lso one Switzer Cheese Cutter, which ost $4; will sell for $2, as we are sing a U. S. Slicer. This was also in se only ten weeks. Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

—

Offer No. 10.

We have on hand the following. ould like to dispose of same:—
5½ cases of Hummel Coffee Essence, ll in good order; will sell for $2 a ross, 2 cases to a gross.
J. B. Losey,
Somerville, N. J.

—

Offer No. 13.

I have a modern iceless soda foun- ain with pumps, a 10-foot outfit; solid arble; has only been in use three onths. Cost us $1,200; will sell for 50 cash, f. o. b. Waynesboro. Every- ing as good as new.
Standard Grocery Co.,
215 W. Main St., Waynesboro, Pa.

—

Offer No. 17.

I have almost a case, about 3½ dozen, f Mother's Cleanser; also about 20 ackages of Quaker Cracked Wheat on and, in first-class shape and new. Mother's Cleanser was $3.25 a case, 4 oz., less 4 per cent., $3.12. Cracked Wheat, $2.45, two dozen. Make offer.
Godfrey Quebel,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

—

Offer No. 19.

We have for sale or exchange, equal alue: One Electric Sign, glass sides, bout 3 x 4 ft., wired with electric mps, suitable for grocery and delica- essen; will sell for $10. Also 4 two- anch combination gas and electric handeliers; cost $7.50 each; will sell 4 or $12. And 1 large 4-burner gas lamp, ith extra glass globe, for either inside r outside lighting; cost $12; will sell or $7.50. A. J. Patterson,
S. W. corner Fifty-sixth and Chris- tian Sts., Philadelphia, Pa.

—

Offer No. 21.

I have a fine, handsome C. V. Hill efrigerator, used only a year and a alf. Have discontinued meats and herefore have no use for it. Box ab- olutely up to date, 6 x 7 x 10 feet high, ith four compartments, holding fresh neats, smoked meats, butter, cheese, etc. Cost me $350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.
H. M. Gingrich,
Lebanon, Pa.

—

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of gro- ceries. This car has a genuine 5 x 5 Continental motor, that will develop 60- horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co, 927 Arch St., Philadelphia.

—

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.
John Altman & Co.,
Creighton, Pa.

—

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank. W. E. Roberts,
Freemansburg, Pa.

—

Offer No. 30.

I have on hand about 50 dozen Econ- omy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y. W. L. Benedict,
21 East Pearl St., Wellsville, N. Y.

—

Offer No. 31.

I have a large delicatessen refriger- ator, Standard make, which I wish to sell for $50; cost $100. Good condition.
Benj. Gebhard,
111 W. Duval St., Germantown, Pa.

—

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good con- dition; will sacrifice for $35.

Also a brand new cheese cutter, never been used, for $2.25.
Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

—

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?
A. B. Crawford,
Freehold, N. J.

—

Offer No. 39.

One 220 Account McCaskey Account- ing System, costing $145; used only six months. Can be made to hold 420 ac- counts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.
Mullison Grocery Co.,
Wilkes-Barre, Pa.

—

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.
P. L. Glase, Son & Co.,
Oley, Pa.

—

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?
Atco Stores Co.,
Atco, Bartow County, Ga.

—

Offer No. 43.

I have one No. 125 Enterprise Rotary Beef Shaver that I would sell for $7.50, as I have no use for it.
L. F. Harper,
Richlandtown, Pa.

—

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.
P. B. Steininger,
Lewisburg, Pa.

—

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for $2.75 per box, f. o. b. Atlantic City, N. J.
L. A. Bacon,
1301 Baltic Ave., Atlantic City, N. J.

—

Offer No. 46.

I have for sale one Flat Top Office Desk, color dark oak (size 36 inch and 50), 7 drawers, which I have no use for and will sell for $7 cash, f. o. b. Donald- son.
L. T. Jones,
Donaldson, Pa.

—

Offer No. 47.

Having no use for a Templeton Cheese Cutter, which we paid $20 for, will sacrifice for $5, f. o. b. Meadville, Pa.
Jacobs Bros.,
Meadville, Pa.

—

Offer No. 48.

Eighteen quart tins of Rae's Olive Oil. Will sell at 50 cents per quart; in good condition.

Also, 25 gallons of Porto Rico Mo- lasses. S. E. Hubbs,
836 N. Sixth St., Camden, N. J.

—

Offer No. 49.

Three boxes, 25 pounds, 60-70 Cali- fornia Prunes, in good condition, at 4 cents per pound (1913 crop).
John S. Lee, Elkton, Md.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condi- tion; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10- cent size, good condition; will sell cheap. Peter C. Housman,
Milford, Del.

—

Offer No. 51.

I have for sale 200 pounds Netted Rock King cantaloupe seed. Would sell all to one customer or in small quanti- ties. This year's growth.
J. C. Sullivan & Co.,
Box 183. Bridgeville, Del.

—

Offer No. 52.

I offer four Buckeye Paper Balers, practically new. Cost $12 each. What will you bid?
H. D. Hubbs,
West Chester, Pa.

—

Offer No. 53.

One Oliver Visible Typewriter, com- plete with case and tools; as good as new, not a rebuilt machine. Price $30, and if too high, offer what you would give. Cheap at price quoted.
H. F. Snader & Co.,
Adamstown, Pa.

—

Offer No. 54.

I have about 700 pounds Georgia Pecans, three different sizes, 12½, 16 and 22 cents per pound, f. o. b. States- boro, Ga. Also fine Georgia cane syrup, in gallon jugs and quart bottles, 40 cents per gallon, f. o. b. Statesboro. Will sell or exchange for a staple.
H. Clark, Statesboro, Ga.

—

Offer No. 55.

Electric Coffee Mill for sale or ex- change, 500 volts direct current. Per- fect condition, low price.
P. J. Leary,
Conshohocken, Pa.

—

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.
John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

—

Offer No. 57.

I have for sale a double McCaskey Account Register, 440 accounts, ar- ranged to increase to 800 accounts; cost $240, will sell for $175 cash. Only used six months. Reason for selling, started cash business.
Robison's Table Supply Store,
Sharon, Pa.

—

Offer No. 58.

Scarcity of milk compels me to get rid of Mother's Oats in case lots. Posi- tive 1914 crop. Will sell or exchange on something staple.

Large "aluminum," $4.20; small, 18s, $1.35.
Jos. M. Peters,
Parryville, Pa.

Important Notice to those Advertis- ing in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be dis- continued? We desire to keep the de- partment as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

CCXCIV.—What "Prompt Shipment" in Business Contracts Means.

Two large Eastern houses are deep in a lively controversy over the meaning of the word "prompt" when it is used to describe time of shipment. In other words, what does "prompt shipment" mean? The particular article that the controversy is about is potatoes, but it might be anything else. There is always more or less uncertainty in buyers' and sellers' minds as to just what a seller obligates himself to do when he agrees to "prompt shipment"; and if a controversy arises later it is very often found that buyer and seller are far apart in their understanding of what was meant by prompt shipment.

Therefore something in this article as to the legal meaning of prompt shipment.

In the case I have referred to, the buyer ordered a car of potatoes, "prompt shipment." He needed them to fill a municipal contract, but that is not important, as he did not tell the seller.

The seller was slow about filling the order, but got the car loaded in six days from the time he received the order. Even this was only after he had received several letters from the buyer, urging haste. By the time the car reached its destination the buyer had had to buy elsewhere to protect his contract, and more than that the market had decidedly declined. The buyer therefore refused to receive the car, on the ground that shipping in six days was not prompt shipment.

Of course, if his contention was correct, his course was perfectly right. Needless to say he would have had neither a legal nor a moral right to reject merely because the price had dropped.

The seller at once locked horns, making the counter contention that prompt shipment meant shipment within *ten* days. Having shipped in six, he claimed that he was well within his contract. The buyer claimed that prompt shipment meant shipment within three days, and there the issue joined. The case will doubtless have to be fought out in court: just because two men did not see fit to express their exact meaning in apt words, instead of using a general term that can be interpreted many ways. If the buyer wanted his potatoes in three days, he could easily have said so, and avoided this controversy.

Now what does "prompt shipment" mean?

The courts have laid down no rule which will apply to all cases. Each case is a law unto itself, upon its own particular circumstances. Naturally "prompt" has a different meaning with peaches than it does with dress goods. All that the courts have done is to lay down the general principle that "prompt is synonymous with quick, sudden, precipitate." One New York case made the following definition:—

> Prompt shipment as used in a contract which provides that certain rails should be promptly shipped from Europe to New York, means *with expedition, directly or at once.* It admits of less delay than would be permitted if the shipment were within a reasonable time.

Wherever goods are ordered, and no time is set for their shipment, the law is that they must be shipped within a reasonable time. What is a reasonable time depends on the peculiar circumstances of the given case. Therefore, where a contract calls for prompt shipment, it means quicker shipment than where shipment is merely to be made within a reasonable time.

In another case in which the meaning of prompt shipment came into question, the general principle was laid down that prompt meant "ready, quick, expeditious."

This being applied to the potato case, means, I take it, that the seller was under obligation to hustle about and get the potatoes off at the earliest convenient moment. There is no warrant whatever in the cases for his contention that he had ten days in which to make the shipment, or even six. "Quickly," "suddenly," "expeditiously," or "precipitately" certainly mean nothing like ten days.

My experience is that in business contracts for the sale of goods, there is far too much use of indefinite phrases that mean one thing to the seller and another to the buyer. If the seller of the potatoes had any idea that he had to ship within three days, he might not have made the contract at all, no would the buyer if he had dreame that the seller had ten days. Thi shows how the indefinite meani of a word like "prompt" can rea break a contract wide open. N word should be allowed to get in any business contract, the meanin of which is not fixed, universa agreed upon, and *definite*. There no room whatever for argume or doubt as to the meaning of provision that "shipment is to b made within three days from t date hereof," and the terms ou to expressed just that definitely.

(*Copyright, January, 1915, by Elton J. Buckley.*)

—

Question: J. M. Peters, Parry ville, Pa.—Some time in Novembe 1914, a salesman came to my sto representing Elvidge & Palm enamelware, New York City, bought an assortment amounting S19. I received my invoice in d time, but no enamelware. As was near the holidays and I h other business to attend to at t time, I did not bother with it, a about the 20th of December t agent at Lehighton, Pa., four mi from Parryville, called me on t phone and said he had a case enamelware from Newark freig

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?
Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

us storage. "What are you going do about it?" I told him noth-g; I live at Parryville, not Le-ghton. He then notified shippers: efused. They then wrote me and return I explained to them that the enamelware was forwarded Parryville minus extra freight id storage, that is only straight eight Newark to Parryville, I ould accept it. Instead of doing is they write that they will hold e for the $19 because I signed the leman's order; and their attorney en claims that it is my business see that it gets to Parryville. hat would you advise doing in is case?

Answer.—Your position depends how the goods were sold. If ey were sold f. o. b. Newark, then e seller should have shipped em from Newark to Parryville the most direct route. He had right to use the roundabout ute he evidently has used, and ex-ct you to pay the excess freight, nless you signed some kind of a ntract giving him the right to do at. Look carefully over what you gned, if you have a duplicate of —always keep a duplicate of very paper you sign—and see if ere is any clause which relieves e seller from the usual obligation ship by the most direct route. f there is not, you are right in your osition, and can legally reject the oods.

—

Question: * * *, Wilkes-Barre, a.—Inclosed is a reference blank. o you think I can collect bills if have same filled out and signed? s it necessary for both husband nd wife to sign? Give proper ourse to follow. And is there any ay to get out of paying after they ave signed it? Can they play ig-orant by saying they did not know hat they signed?

Answer.—The blank sent with his is as follows:—

REFERENCE BLANK.

Full name .....
Address .....
What is your income per week-....
Do you own real estate?.....
In whose name? .....
Is it clear of encumbrance?.....
Do you rent? .....
From whom? .....
How much house rent do you pay? .....
Have you household goods purchased on lease? .....
From whom? .....
.....
Do you agree not to sell your household goods as long as this bill is unpaid? .....
Where are your household goods located? .....
Will you promise not to remove them from that location without our consent? .....
What is your occupation? .....
Where and for whom do you work? .....
How long have you lived here?....
Where did you formerly live?.....
What merchants there have extended you credit?.....
.....
Where do you buy your groceries? .....
Where do you buy your meat?.....
Where do you buy your dry goods? .....
Where do you buy your clothing? .....
Where do you buy your shoes?.....
Do you pay cash or get credit at above stores? .....
If given credit will you promise to pay your bill in full at each settlement period and not to carry any balances forward? .....

—

Credit extended this.....day of .....191... and limited to $..... payable ..... (weekly, bi-weekly, semi-monthly or monthly) on .....

We certify the above information to be correct, and in consideration of extension of credit to us, we do hereby waive and relinquish all claim and benefit of the exemption laws of Pennsylvania now in force, and we do also waive all rights of inquisition, stay of execution and appeal on any suit brought to recover the amount or any part thereof.

Remarks:

.....(L. S.)
Husband's Signature.
.....(L. S.)
Wife's Signature.

It is strictly necessary to have both husband and wife sign a form like this, so that the wife cannot claim everything and thus defeat your judgment against the husband.

This blank is not complete. In order to afford absolute protection—that is as much protection as can be afforded—two provisions should be added to it. The parties should be made to directly claim to own the household goods on their premises. That could be done by a question: "Do you or either of you solely own all the household goods and personal property now on your premises?" The point is that it prevents them from claiming that anybody outside owned them, up to that time, at least.

The other needed provision is this:—

> We agree that credit is being extended to both of us, and that we are jointly and severally liable for the amount thereof.

This prevents either from claiming immunity on the ground that the real customer was the other.

The protection afforded by this blank will enable you to collect from a man or wife who have anything at all, for as they waive exemption you can sell all they have even if it is only a kitchen table. But if they have no personal property and no household goods, and are simply boarding, or something like that, nothing will enable you to collect.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Vinegar Manufacturer Fined $1,000 Under Federal Food Act.

Price & Lucas Co., of Pittsburg, Shipped Bad Vinegar Into New Jersey, According to Government and is Fined $1,000. Many Other Adulterators and Misbranders Gathered In.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
January 15, 1915.

A shipment of vinegar that was mixed with dilute acetic acid or distilled vinegar and water and that was colored with caramel so as to give it the appearance of genuine apple vinegar, was sent from Pennsylvania into New Jersey by the Price & Lucas Cider and Vinegar Co., doing business at Pittsburg, Pa., and as a result this company has been fined $1,000 and costs, according to a recent announcement of the United States Department of Agriculture. The product bore a label stating it was "Liberty Bell Brand Pure New York State Apple Vinegar."

Catsup, preserves, maple sugar and various essences, compounds and liquors are listed among the other products which have been adulterated, misbranded, or both, and shipped in violation of the Government's Food and Drugs Act. Fines were imposed on the shippers of these products as follows:—

Product—Catsup. Shipper—Pioneer Preserving Co. and Ike Block, J. T. Wilson and Fred. Schwartz, of Kansas City, Mo. Charge—Adulteration. Fine—$225 and costs.

Product—Maple sugar. Shipper—Huyler's, District of Columbia. Charge—Adulteration. Fine—$200.

Product—Fruit wild cherry compound, special lemon, lemon and terpene and citral. Shipper—Oscar J. Weeks & Co., New York, N. Y. Charge—Adulteration and misbranding. Fine—$150 and costs.

Product—Jellies and preserves. Shipper—National Pickle and Canning Co., St. Louis, Mo. Charge—Misbranding. Fine—$140.

Product—Apple butter. Shipper, Chicago Concentrating Co., Chicago, Ill. Charge—Adulteration and misbranding. Fine—$100 and costs.

Product—Peppermint essences. Shipper—Royal Chemical Works, Chicago, Ill. Charge—Adulteration and misbranding. Fine—$100 and costs.

Product — Vinegar. Shipper—Ohio Cider Vinegar Co., Cincinnati, Ohio. Charge—Adulteration and misbranding. Fine—$50 and costs.

Product—Scallops. Shipper—R. R. Higgins Co., Boston, Mass. Charge—Adulteration. Fine—$25.

Product—Peppermint and ginger extracts. Shipper—Royal Chemical

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Registered U. S. Pat. Off.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

SAVE TIME RISK MONEY

Invest $25 to $75 in a Schick All-Steel Baling Press—the capital will be returned to you inside of a year, with liberal interest besides. The paper, straw, rags, shavings, excelsior, etc., you now burn up, or pay someone to haul away, can be baled and *sold at a good* price—if you use the

ALL STEEL Schick FIREPROOF

BALING PRESS

Absolutely fire-proof—takes up little room—provides safe storage for waste and eliminates fire risk—lowers insurance rate—pays for itself and earns money for you. Right size for every shop, store or factory—sold on

TEN DAYS' FREE TRIAL

Write to-day for catalog No. 64, **FREE TRIAL OFFER** and information about selling waste at a profit.

Used in Uncle Sam's Post-Offices

THE DAVENPORT MFG. CO.
DAVENPORT, IOWA.

Works, Chicago, Ill. Charge—Adulteration and misbranding. Fine $100 and costs.

Product—Maple flavor. Shipper—R. W. Snyder, Battle Creek, Mich. Charge—Adulteration and misbranding. Fine—$50.

Product—Scuppernong and sauterne wines. Shipper—A. Schmidt, Jr., & Bros. Wine Co., Sandusky, Ohio. Charge—Adulteration and misbranding. Fine—$100 and costs.

Products—"Apple brandy" and "peach brandy." Shipper—Kellerstrass Distilling Co., St. Louis, Mo. Charge—Adulteration and misbranding. Fine—$100 and costs.

Product—Fruit puddine. Shipper—Fruit Puddine Co. (Inc.), Baltimore, Md. Charge—Misbranding. Fine—$90.

Product—Apple Brandy and peach brandy. Shipper—L. & V. Scharff Distilling Co. (Consumers' Distributing Co.), St. Louis, Mo. Charge—Adulteration and misbranding. Fine—$30.

Product—Olive oil. Shipper—L. F. Kakis and Sigelakis, New York, N. Y. Charge—Adulteration and misbranding. Fine—$25.

Product—Blackberry cordial. Shipper—The Ullman Co., Cincinnati, Ohio. Charge—Misbranding. Fine—$25 and costs.

Product—Extract of cloves and extract of wintergreen. Shipper—Warner-Jenkinson Co., St. Louis, Mo. Charge—Adulteration. Fine—$25.

Product—Wine (champagne). Shipper—Theodore Netter, Chicago, Ill. Charge—Adulteration and misbranding. Fine—$25 and costs.

Product—Wines (sauterne). Shipper—Theodore Netter, Chicago, Ill. Charge—Adulteration and misbranding. Fine—$25 and costs.

Product—Wine. Shipper—Theodore Netter, Chicago, Ill. Charge—Adulteration and misbranding. Fine—$25 and costs.

Product—Cider. Shipper—The Elk Bottling Co., St. Louis, Mo. Charge—Adulteration and misbranding. Fine—$20 and costs.

Product—Soluble lemon flavor. Shipper—West India Mfg. Co., St. Louis, Mo. Charge—Adulteration and misbranding. Fine—$20 and costs.

Product—Lemon and orange extracts. Shipper—Warner-Jenkinson Co., St. Louis, Mo. Charge—Adulteration and misbranding. Fine—$20.

Product—Apple brandy type. Shipper—The E. R. Gluck Co., Cincinnati, Ohio. Charge—Adulteration and misbranding. Fine—$15 and costs.

Product—Peppermint extract. Shipper—Victor Gautier & Co., New York, N. Y. Charge—Adulteration and misbranding. Fine—$15.

Product—Jamaica ginger. Shipper—Victor Gautier & Co., New New York, N. Y. Charge—Adulteration and misbranding. Fine—$15.

Product—Jamaica ginger and peppermint extract. Shipper—Victor Gautier & Co., New York, N. Y. Charge—Adulteration and misbranding. Fine—$15.

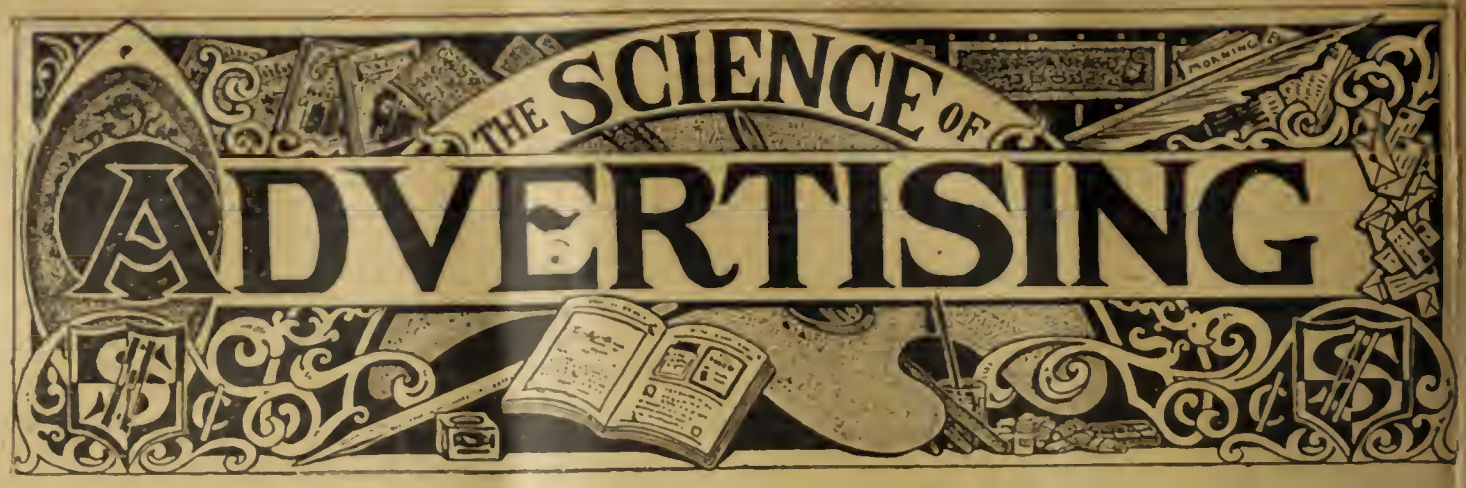
Product—Vinegar. Shipper—P. H. Sugrue & Sons, Cleveland, Ohio. Charge—Adulteration and misbranding. Fine—$10 and costs.

Product—Vinegar. Shipper—National Pickle and Canning Co., St. Louis, Mo. Charge—Adulteration and misbranding. Fine—$10.

Product—Lemon flavoring. Shipper—Fruit Puddine Co., Baltimore, Md. Charge—Misbranding. Fine—$5.

Total fines, $3,730.

HOLT.



Altoona, Pa., Dec. 18, 1914.

To the Editor.

Dear Sir:—Inclosed please find one of our "stimulators."

Do all the damage you can, we profit by our mistakes and your good judgment in this case.

Yours truly,

H. S. GROVE.

P. S.—During winter months, one each month; during summer months, one each two months.

One *given* to each lady of the house, not put under doors. Average cost of same, 1½ per cent. No newspaper advertising.

Mr. Grove's card is quite a large affair (7½ x 13 inches) and is printed on both sides. The same type of advertising appears on both sides, so I only reproduce one—the first side.

* * *

From a typographical standpoint this circular could be improved. The printer has used very poor judgment in putting it together. The most has not even been made out of the heading, and t manner of arranging the paragrap which appear below is not very goo Of course the circular is plain enoug and can easily be read. Probably it g as much returns as if the display h been better, but every business man lik to be able to admire his own advert ing matter and to feel that it is tas ful and artistic, and does the st credit. This is mostly a matter of se timent, but is nevertheless not with its advertising value. A business m undoubtedly helps his business when dresses well, and when he makes store dress well, and when he makes advertising dress well. It all creates atmosphere of prosperity, and parti ularly of care, which is very valua advertising in itself.

* * *

Every one of these paragraphs shou have had a heading. Consistency is great thing in type display. The roll oats paragraph has no heading, wh the sweet potato paragraph right besi it has one. This is wrong—both shou have had a heading—the snappiest he ing you could write. So ought the pa graphs further down, advertising c sup and canned tomatoes.

* * *

So far as the text of this adverti ment is concerned, it is thoroughly goo It is well expressed and calculated get results. I have no doubt it did them, too. Mr. Grove has the facul which is the very crux of success as advertising writer, of putting his fing on the exact point of his goods wh will appeal to consumers. Everybo hasn't that faculty, and nobody witho it can succeed as an advertising writ It is the news sense in advertising.

—

NOTE.—This department is devoted the criticism of advertising matter s in, to the devising of new advertisi ideas for special occasions, upon reque and to the suggesting of original adv tisements when data is supplied. communications sent for this Depa ment should be addressed to the Edit of Science of Advertising. They w be filed in their order and taken up strict rotation.

You win on the $3 propositio Your "Modern Merchant and Gr cery World" is worth more to m than $3 per week, and your epist soliciting a renewal of the subscri tion were a real treat. Yours as booster for the "Modern Mercha and Grocery World".—R. F. W son, Calumet, Mich.

If the same Groceries for less Money and more Groceries for the same Money interests you

Read these Money Saving Prices

For Guaranteed Quality Groceries

SAUER KRAUT

3 Large Sanitary Cans 25c

The quality is fine and no odor while being prepared. Also loose long shredded Sauer Kraut put up by the J. Weber Co., Oak Harbor, Ohio. Well known for their sanitary factory and one of the best grades of loose sauer kraut on the market. Per dry quart 7c

100 gallons to offer at this low price.

BEANS

Genuine N. Y. State Soup Beans, the kind that cook so quick, that bake so well, and in fact the best soup beans that grow. We have a limited quantity to offer, bought when the market was the lowest. While this lot lasts we will sell

4 pounds 23c 15 pounds, 1 pk. 85c

Fancy recleaned, positively new California Lima Beans bought when the price was lower than at present or will be soon. 3 lbs. 23c

Rio Coffee Same grade that sold 3 months ago for 18c now 12ƒ

Log Cabin Table Salt in large 10 lb. sacks each 10ƒ

Clean new loose Rolled Oats making a nutrious, healthy, easily prepared cereal at a very reasonable price. It is the Quaker Oats Co.'s product and the best loose rolled oats we know on the market. Prices promise to be much higher on this valuable cereal.

Single pounds 5c 6 pounds 25c

Herald brand fancy canned Sweet Potatoes

Yes in large cans. You will find Herald brand contains solid packed, peeled Sweet Potatoes This time of year raw sweets do not give satisfaction, being watery and difficult to keep them without spoiling. We have tried Herald brand and highly recommend them being in your food supply, ready for a quick meal. At our cash price we offer them each 10c ½ doz. 55c

Sure we sell Pastry Flour, the best to be had 24½ lbs. 69ƒ

Yes we have absolutely Pure Buckwheat Flour made in Bedford Co., and we advise you to buy. This is a scarce article and our price at present is low 10 lb. sack 41ƒ

Clean loose starch 7 lbs. 25ƒ

Hospital Carbolic Oil Soap 7 cakes 25ƒ

Monarch Tomato Catsup, a large bottle 16 oz. net of Real Tomato Catsup made from fresh, ripe tomatoes; no added color or artificial preservatives used, coming in contact while cooking with no other metal than silver, thus retaining to the fullest extent the natural flavor and color of tomato

A good and regular 25ƒ seller, Special 19ƒ

Sweet Pickles, large size usual 15ƒ grade doz. 12ƒ

Asparagus Points 60 to 80 tender ups in a can 25ƒ

Tomatoes, not tomato pulp, but solid packed tomatoes in No. 2 sanitary cans. We don't believe you have ever bought good tomatoes in this size can at such a low price. Buy as you wish but we believe this is the lowest possible price you can expect.

4 cans 23ƒ 1 doz. 68ƒ 2 doz., 1 case $1.34

New 1914 pack Tomatoes, large sanitary cans 3 for 25ƒ

Baked Beans, No. 2 cans, not cooked, baked 3 cans 25ƒ

Modern Merchant

AND

Grocery World

Published every Monday.

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ELTON J. BUCKLEY,
Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

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Pittsburg Association May Ask Legislature to Impose $1000 License on Every Premium User

Has Bill Ready to Introduce Making Trading Stamps, Coupons, and All Other Premium Devices Liable to Big Tax. Sharp Opposition Develops From Interests Who Have Premium Schemes Which They Claim Bill Would Destroy.

The Retail Grocers' Protective Union of Pittsburg, Pa., has announced that it proposes to have introduced in the present session of the Pennsylvania Legislature a bill imposing a license of $1,000 on every user of trading stamps and all other similar premium devices. A copy of the bill is as follows:—

AN ACT

Regulating and licensing the use and sale of stamps, coupons, tickets, cards, certificates or other similar devices, in with and for the sale of goods, wares and merchandise, and imposing a penalty for the violation thereof.

Section 1. Be it enacted, etc., That every person, firm or corporation who shall use, and every person, firm or corporation who shall sell or furnish for use in, with or for the sale of any goods, wares or merchandise, any stamps, coupons, tickets, cards, certificates or other similar devices which shall entitle the purchaser receiving the same with such sale of goods, wares or merchandise to procure or receive from any person, firm or corporation any goods, wares or merchandise free of charge or for less than the retail market price thereof, upon the production or surrender of any number of said stamps, coupons, tickets, cards, certificates or other similar devices, shall before so furnishing, selling or using the same obtain a separate license from the treasurer of the county wherein such furnishing or selling, or using shall take place, for each and every store or place of business in that county owned or conducted by such person, firm or corporation.

Sec. 2. Every such person, firm or corporation using, and every such person, firm or corporation selling or furnishing any stamps, coupons, tickets, cards, certificates or other similar devices shall pay a license fee of $1,000 for the use of the Commonwealth to the County Treasurer, who shall grant a license to use a license to sell or furnish, for one year, the stamps, coupons, tickets, cards, certificates or other similar devices mentioned in Section 1 of this act. Such license shall contain the name of the grantee thereof, the date of issue, the date of expiration, the town or city in which and the location for which the sale shall be issued, provided such license so issued shall not be construed to be good for use at any location or place of business other than that mentioned therein.

Sec. 3. No person, firm or corporation shall furnish or sell to any other person, firm or corporation for use in, with or for the sale of any goods, wares or merchandise, any such stamps, coupons, tickets, certificates, cards or other similar devices for use in any county in this State other than that in which such furnishing or selling shall take place.

Sec. 4. Any person, firm or corporation violating any of the provisions of the act shall be guilty of a misdemeanor and on conviction thereof, be sentenced to pay a fine of not less than $2,000 nor more than $3,000, or suffer imprisonment in the jail of the proper county for a period not exceeding one year, or either or both, within the discretion of the court.

Sec. 5. All acts or parts of acts inconsistent herewith are hereby repealed.

All business men's organizations of the State have been asked to support the bill. Considerable opposition has developed from manufacturers and jobbers who do not handle trading stamps, but who do pack coupons and redeem labels, and otherwise do a premium business. They complain because this bill would destroy their premium business, while it would allow manufacturers outside the State who cannot be taxed to ship their products, containing stamps or coupons, into the State without interference. These interests have asked the Pittsburg Association to amend the bill so that their own particular premium schemes will be exempted, but the association has been advised that this would constitute discrimination and would probably render the bill unconstitutional. Just what the Pittsburg Association will decide to do is uncertain.

How May a Town Attract New Industries to Itself?

A Member of the Board of Trade of Duncannon, Pa., Asks the "Modern Merchant and Grocery World" This Question, and an Attempt is Made to Answer It.

The following letter, received during the week, is of interest to every local merchant who has the interest of his town at heart:—

Duncannon, Pa., January 14, 1915.

To the Editor.

Dear Sir:—Possibly you would be in a position to give some light on our wants.

Our town is going back, our business interests are growing weaker all the time. Our ambition now is to try and locate two or three good factories here, not particular what kind, so they give employment.

We have good water, electric light, good railroad facilities, A No. 1 schools and churches; in fact, our environments are of the best, lying close by the beautiful Juniata and Susquehanna Rivers, an ideal place in summer.

Our Board of Trade here (of which I am the treasurer) has been corresponding with the Utilities Security Co., of Philadelphia, Real Estate Trust Building, phone 3652; kindly advise as to their standing and company. It seems their plan is to look up new locations for factories, etc.

Thanking you in advance, I am,

Yours truly,

GEO. E. BOYER.

The question is, how may a town or small city like Duncannon, Pa., which has a population of 1,474, attract new industries to itself? It is of course obvious that the more factories that can be induced to locate in a town, the better local business will be and the better the town will be from every standpoint, always provided that the people brought to the town by the new industries are of a good class. New industries help in two ways: First, by bringing new people into the place, and second by providing new work for the people already in the place. The writer believes it cannot be denied that every country town needs new blood at regular intervals, otherwise it is very likely to suffer from dry rot. The natural increase in the local population is not sufficient to make up for the losses through death and departure.

Now how shall the new industries be attracted?

We believe that experience shows that the best results cannot be obtained by dealing with brokers and other agents who aim to put towns in touch with industries seeking new locations. We believe that the most responsible industries do not do business through such agents, which are usually not of the most responsible character.

The first step is to sit down and determine what are the real advantages of the town—what can it offer that other towns cannot? Near to large markets, low freights, r way competition, comfortable liv conditions, and so on, are all portant, but industries seeking locations always ask, in addition these things, how far the town meet new comers. Will it al local taxes for a term of years, it give or lend a factory site, it build a railway spur to the m line, and so on and so on. To wishing to attract new indust must usually offer some such ducements unless they possess traordinary natural advantages, which case they will probably h all the manufacturing enterpr they need.

Given natural advantages s ficient to afford a good argum for the town, and the willingness the part of the town to offer so extra inducements, how shall proposition be exploited? writer knows no better way than raise a fund among the business terests of the town to advertise i city newspapers. Frank, straig forward and *unexaggerated* adv tisements should be prepared inserted as many times as possi in some such department of classified section as "Business O portunities." Dailies in Philad phia, New York and Chic should be used.

Another way which can be u as an auxiliary to this is to find o as can sometimes be done, w particular industry the pecu facilities of the town are especia adapted for, and to then get a of the concerns in that line of bu ness—this can be gotten from va ous trade directories—and wr each one a strong letter. Som times the location of a town and closeness to certain markets ma it particularly adapted for parti lar industries. That is what meant here.

Fish Rates From the West Reduc

Issuing a decision upon the compla of the New England Fish Co. agai the Chicago, Milwaukee & St. Paul other railroads, the Interstate Comme Commission during the week held t reasonable freight rate on shipments fish on passenger trains from Seat Wash., to Chicago would be $2.75 to Philadelphia $3 per 100 pounds. T complaint arose over the fact that o shipment of fresh fish in carloads passenger train service from Seattle St. Paul, when the shipments moved express service to Philadelphia and C cago, a charge of $5.30 to Philadelp and of $3.30 to Chicago was assess based upon combinations of freight a express rates to and from St. Paul.

Weekly Bargains Offered by This Paper to Its Readers

On this page, from week to week, will appear offerings of whatever the "Modern Merchant and Grocery World" is able to dig up among manufacturers and jobbers in the way of bargain offerings. This will include used store fixtures of all kinds, and even merchandise which the publishers consider a good bargain. Nothing will be offered that the publishers have not examined or do not know about. Everything offered below is guaranteed to be as represented.

BARGAIN No. 1

A No. 218 **ENTERPRISE COFFEE MILL,** nickel hopper; capacity, 7½ pounds of coffee. Stands 5 feet, 9 inches, high, and has two 35-inch wheels. Painted red, equal to new mill and guaranteed in perfect condition.

Price, $22.50; Cost $45
f. o. b. Philadelphia

BARGAIN No. 2

No. 78 **NATIONAL CASH REGISTER,** nickel-plated; registers one cent up to $9.99. Operates with a crank, throws a check and prints a detail slip total adder. Does not reset the type. This is not a new machine, but is in good condition and will give satisfactory service.

Price, $80; Probably Cost $200
f. o. b. Philadelphia

BARGAIN No. 3

One **HOBART ELECTRIC MEAT CHOPPER,** fitted to No. 22 chopper, with ½ horse power alternating current 110 volts, 60 cycles. Used very little and in prime condition.

Price, $100; Cost $165
f. o. b. Philadelphia

BARGAIN No. 4

One **AMERICAN MEAT SLICER,** rebuilt and refinished like new. Guaranteed to be in first-class condition.

Price, $60; Cost $100
f. o. b. Philadelphia

BARGAIN No. 5

Will sell 17,500 3 x 4 **CUSHION EGG CARTONS.** Good condition and all right.

Price, $3.25 per Thousand
f. o. b. Pittsburgh

BARGAIN No. 6

Eighteen **BLUE ENAMEL WASHBOARDS,** slightly soiled, but otherwise in perfect condition. Good thing to use for special sale.

Price, $1.50 per Dozen
f. o. b. Pittsburgh

BARGAIN No. 7

A NATIONAL CASH REGISTER, similar to manufacturers No. 542 (see N. C. R. Co.'s catalogue) except that No. 542 prints the amount on a sales slip, while this one throws out a ticket. Very handsome gun metal finish. Gives total cash and credit trade, for any given time, also the number of cash and credit customers. Has been used in a country store for only fourteen months; owner has sold out, but still has the register. Will crate free and prepay freight to nearby Pennsylvania point. Perfect condition.

Price, $200; Cost $340

Post Office Department Says It Will Put Retailers Names on the Parcel Post Food Circulars

Answering Complaints That Government Has Favored Farmers at Expense of Dealers, Government Agrees to Put Dealers on List of Those Who Will Sell Parcel Post Direct by Mail.

There has been considerable comment over the United States Government's apparent desire to favor farmers in extending parcel post, at the expense of retail merchants. Readers hereof have been told how the Government is preparing lists of farmers and producers who would sell food products direct to consumers by mail, which lists it sends consumers. These lists and a description of the whole scheme have been published in this paper.

It appears now that the Post Office Department has been asked whether it would not be willing to also put retailers' names on the circulars which it sends to consumers, suggesting that business be done by mail. The Post Office Department says that it would, in a letter which is most interesting in its bearing on the general plan of selling food products by mail. The letter is here reproduced:—

> Postal officials agree that the country merchant, as well as actual farmers, are entitled to have their names placed upon the lists of the producers of farm products which are being circulated in the 33 cities thus far selected for the special promotion of the farm-to-city service. However, the instructions to the postmasters regarding the preparation of these lists do not specially deal with this point. Up to date the postmasters have been left to their own discretion as to the incorporation of names of dealers into the list. Nearly all the lists which have been circulated thus far, as a matter of fact, have contained the names of a great many dealers. If the matter were formally placed before the Department whether or not the names of country dealers as well as the names of farmers should go on to the lists, undoubtedly the Department would rule that there must be no discrimination against the dealer. The later lists have contained prices as well as names and addresses of farmers and the articles which they desire to sell; so that the country dealers, to draw business from the circularization of the list, is compelled to quote prices which are attractive in competition with the prices quoted by the farmers themselves.
>
> The question of extending this so-called privilege of "circularizing" beyond the field of farm produce also has not been formally placed before the Department. One may not do more than speculate on this point, but it seems very unlikely that the Government will go any farther in this direction. In taking up the farm-to-table idea, the Post Office Department was undertaking a brand new venture, and some means of bridging the gap of distance between farmer and city householder was essential to give the experiment a start.
>
> Cases have come up in which country producers have insisted that the Department should provide them with lists of city consumers just as the Department was preparing and circulating in the cities large lists of farm producers. Formal demand for this service was made by a large ranch owner near Denver, Col. He wanted the names of city consumers who were desirous of getting farm produce by mail, intending to circularize them. To print such lists of city consumers would involve a great deal of work and expense, especially in the very large cities. Hence, in a letter to the Denver postmaster sent by First Assistant Postmaster-Gen Mr. Roper, this request was de However, a list of patrons of Denver office who have specifi indicated their desire to buy produce by mail was given by the Denver postmaster to the lishers of a farm supplement Denver newspaper and was lished in that paper. In that the names of about 2,000 De consumers who were desirous o ing the parcel post were made a able to the producers in the ne borhood of Denver. As yet t has appeared no reason why p cations devoted to farming i ests, which might desire to fo the example set at Denver with spect to the lists of consu should not be given the lists of sumers which have been compile other post offices.
>
> In conclusion, it may be said the farm-to-city service at its set was designed to perform functions. The one was to w the market of the farmer and other was to assist the city pop tion to obtain better food cheaper. In a degree experience demonstrated that the service do both of these things. Whe a country dealer will be neces in the long run to handle the s ping end for the farmer is a q tion which, postal officials beli will work itself out. Certai there is no disposition to bar dealer from the full enjoyment all the privileges which the ser thus far has conferred.

Any retailer who has any he can profitably sell by mail s communicate with the Postm of the nearest large city.

Says the Price-Cutter is a Monopolist and Violates the Anti-Trust Laws

The Novel View of a Philadelphia Local Jobber Who Contributes to a Daily Newspaper's Discussion a Contention That Such is the Case Because the Cutter Could Soon Get All the Trade.

There is a discussion going on in the Philadelphia "Public Ledger" just now as to whether a chain-store proprietor who sells goods cheaper than other stores is a monopolist, doing business in violation of the anti-trust laws. The entire proposition is one of the most novel that the writer has ever seen.

The discussion started from a statement made by Charles L. Miller, of Lancaster, in the course of a paper on "Uniform Retail Prices" in the Pennsylvania Law Review. This was as follows:—

> In Philadelphia statistics show that the grocery business is being speedily monopolized by chain stores. Notwithstanding the growth of the city, there are to-day less than one-half the number of grocery stores that there were five years ago. It is believed that statistics in all of the principal cities would show a similar decrease in the number of retail drug, cigar and grocery stores.

It might be stated here that Mr. Miller is wrong. There are no statistics which show a decrease of more than 50 per cent. in the number of grocery stores in Philadelphia *or anywhere else* in the last five years.

The argument about chain stores being in violation of the anti-trust laws was made by an unnamed wholesale grocer, whose contention was as follows:—

> Section 5 of the Federal Trade Commission Act provides as follows: "Unfair methods of competition in commerce are hereby declared unlawful." Staple articles, such as flour, sugar, tea, coffee and dried fruits, have universal consumption and are elements of the householders' kitchen supply. Does the retailer operating a large number of stores, either under his own management or in the name of a co-operative grocery association, or otherwise, who deliberately sells a staple article at a price not only below the seller's cost price, but even below the manufacturer's price for raw material for the purpose of attracting business to his store and incidentally coaxing trade from his nearby competitor, come within the meaning of the trade commission act.
>
> Cut price methods in dealing with staple articles lead to a monopoly more surely than anything yet devised to accomplish that result, provided the seller has sufficient financial backing, and that the quality of the article sold deteriorates in an exact ratio as the manufacturer permits the dealer to cut the price.
>
> The manufacturer who desires to maintain his standard of quality must adopt some means of standardizing his price that will come within the latest rulings of the Supreme Court of the United States. Not only retailers, but wholesalers and jobbers, it is stated, have reached the point where they are ready to welcome a general standardization of prices at the hands of the manufacturers of staple goods.
>
> In inveighing against price cutting, differentiate between the competition that is the life of trade and the competition that is for the exclusive purpose of killing trade. The independent cigar dealer or grocer or druggist can be destroyed overnight by a powerful retailing system which systematically cuts first upon one commodity and then upon another, for the purpose of attracting trade that ultimately pays the loss upon the cut price article in the price that is paid for other articles purchased at the same time. It is curious to note that notwithstanding the cut price stores in all staple food articles, the general ing expenses of the consumer h steadily increased rather than creased since the vogue of th stores has become general.

Apropos of Buy-at-Home Camp

The "trade-at-home" dollar, which put in circulation in Columbus, November 21st by Archie B. Spu president of the Retail Merchants' sociation, was recently returned to The dollar was spent 53 times, Spurgin estimates that it earned than $10, besides teaching the moral it is best to trade at home. The d was placed in circulation to give p an idea of how much good a dollar do if spent at home. A dollar bill pasted inside a bank book and inst tions were written on the fly leaf the possessor of the bill to make an try each time the money was spent, ing with whom it was spent and what. Spurgin spent it first and it went to 52 different persons, bought all sorts of things, was use paying accounts, was applied on sala helped to make change and did e other thing a dollar ever has known to do.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World
Attorney and Counselor at L
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2008-2009 / Keystone, Race 746

Overland
TRADE MARK REG.

$850** WITH OPEN BODY { Equipped with electric starter and electric lights Prices f. o. b. Toledo } **$895 WITH CLOSED BODY

This Motor Delivery Car Will Open Many New Towns to You

No matter where you are, or who you are, there are towns around you in which you can sell goods with an **Overland Motor Delivery Car.**

With a horse team, those towns are almost as tightly closed to you as Paris is.

When this is so, how can you possibly hesitate as between the ordinary slow and costly delivery, and an **Overland Motor Delivery Car,** which does three times the work at half the expense! Faster, cheaper, infinitely more efficient and classier. It might be called a working advertisement.

The strong points of the **Overland Delivery Car** are strength, very low cost of operation, finest magneto ignition, thorough lubrication, electric starting and lighting, large tires, short turning radius, the famous, long-proved Overland chassis and motor. There is also ample loading space (capacity 800 pounds) and splendid appearance.

Price, with an express body $850, or with a body like that in cut, $895, f.o.b. Toledo.

There is an Overland dealer near you—look him up.

Catalogue on request. Please address Dept. 196

The Willys-Overland Company, Toledo, Ohio

Manufacturers of the famous Overland Pleasure Cars. Full information on request.

WITH THE EDITOR

Some Reflections From the Articles on the Care of Perishable Goods.

The writer calls attention to the weekly articles under the caption "Care of Perishable Goods." They were written by experts, and contain much information which is greatly needed by the average retailer. In this country the grocery busines is not learned as it is in England. This has often been commented upon. In England the care of perishable goods would be studied and learned just like other branches of the business. And if the English grocer-to-be wanted a degree he would have to pass an examination in it at the English Institute. In the United States there is no organized systematic method of learning the grocery business. A boy engages as store boy. After a time, if he stays on, he becomes a clerk. After a time as clerk, he may become a proprietor. In none of these positions does he usually learn more than he can pick up. There is no course in the grocery business to which he can go for instruction; there is no school. Often his personal ambition is not sufficient to lead him to dig into and classify the enormous mass of stuff he would have to dig into before he became a master grocer. Therefore not one man out of a hundred thousand does it. They pick up a fact here and another one there, and after a while they have a working knowledge of the business, but its deeper depths are never plumbed. It is a very sad mistake, and probably accounts more than anything else for the large number of failures in the business in this country.

The articles on "The Care of Perishable Goods" constitute a series of valuable lessons, better even than personal experience, because personal experience has to come through loss.

"Copyrighting" Canned Goods Pack Figures.

The "Modern Merchant and Grocery World" desires to register its annual protest at the foolishness of the National Canners' Association, if we may be pardoned for speaking plainly, for attempting to "copyright" the figures it has gathered showing the 1914 pack of tomatoes, corn and peas. To begin with, it cannot copyright them and it has probably been so advised by its counsel. It may perhaps copyright the form in which they are published, although we doubt even that. Certainly the association cannot copyright the figures themselves, because they are merely *facts*, and facts as facts can never be copyrighted, trade-marked or patented.

The figures for last year all show larger packs in 1914 than in 1 which is possibly the reason the National Canners' Associa wishes the figures suppressed. they showed a *shortage* as c pared with last year, we should pect all attempt to suppress t to disappear. The associat would then be willing, probably give the figures the very wi publicity. Our protest is aga the use of these figures for mar manipulation or anything that lo like market manipulation. There of course a question whether trade have a right to these figu If the National Canners' Asso tion pays the cost of gather them, then they belong to it alo and it is under neither legal moral obligation to give them What we dislike is the appeara of an unfair motive for not givi them out, in people from whom trade have a right to expect the most frankness.

Salesmen and Salesmen

What an enormous difference there is in salesmen! And incidentally what an enormous difference there is in the degree of success that different salesmen have.

I attended the automobile show in Philadelphia last week. Probably every well known car had an exhibit, and each one had its crack salesman there, for the place was thronged with people who were either automobile owners, or might become owners, or who at any rate wished to become owners.

I struck one fellow who was demonstrating the Hupmobile. He was a quiet, modest sort of chap, not loud or self assertive, but at the very first word I liked him. He had a way with him which I can imagine selling cars rather easily if it makes the same impression on other people that it made on me. He didn't claim everything on earth for his car, but nevertheless he made you know clearly that he considered his own car was the one people ought to buy.

For all I know to the contrary, that fellow may be the biggest liar in the automobile business. He may be a crook—utterly unreliable from every standpoint. First impressions are sometimes mistaken ones. But nevertheless he accomplished the first task that every salesman has to accomplish before he can succeed—he got my confidence and he got my liking.

Moving on, I came to another salesman. He was exploiting the Chrevolet car. My first remark to him was, "This car has fine lines." "Thanks," he said, in a tone that I thought was sarcastic whether it was or not. For a few minutes he demonstrated the points of his car *defiantly*, if you know what I mean. His attitude was one of antagonism, he evidently recognized in me the particular type of a man that he disliked, and while he did his duty by his car, he left me under no misapprehension that he did not like his duty—in this case anyway—and that he did not like me.

I loitered around a minute until somebody else came along, in order to see if his manner changed, but it was precisely the same. He probably didn't dislike any of us. He had the awful handicap of a chip on his shoulder for one and all.

"Well, I would never buy a car from *him*," said my companion, as we moved away.

Neither would I, yet he may b better salesman, a more relia salseman ten times over, than other man. He may know m about automobiles in a minute t the other man knows in a we The trouble is that to really find right side of such men, you m break through their outside cru which everybody doesn't want to

What a misfortune!

If anybody were to ask me w I considered the most valuable qu ity in a salesman, I believe I shou say it was that faculty of getting man's *liking* in the first few m utes. If you can get that you ha your battle half won then and the Whether you will know how fight the rest of the battle after y have it half won, is of course a other story. E. J. B.

Pennsylvania Organization Notes.

The Pittsburg Retail Grocers' Protective Union held its annual meeting on January 13th and elected the following officers: President, D. E. Durbin; vice-president, J. E. Longhran; treasurer, Herman W. Studt; secretary, C. A. Bell; directors, W. G. Bartlett, Bernard Buesker, H. F. Donnelly, D. K. Connor, W. M. Harbison, S. R. Palmer and Charles Wachter. After the election a luncheon was served. The union has a larger membership and is more prosperous than it has been since organization.

* * *

Mr. Smedley visited Chambersburg on January 13th and addressed the members at a special meeting called for that purpose. About sixty were present. The Chamber burg Association has taken on new lease of life and bids fair to a most useful organization. M Godshalk, of the Wilbur Co., a H. R. Harris, of the Frank Sugar Refining Co., were also pr ent and made brief address

venty-five members have been ad-
d to the roll.

* * *

Organizer Smedley is making
ns to effect an organization in
ilkes-Barre and Carlisle.

* * *

The Waynesburg Merchants As-
ciation met on January 14th.
here was a large attendance. Mr.
nedley was present by special in-
tation and made an address. The
fficers of this organization are
orking hard to make the associa-
on a useful body of business men.
hey are conducting a campaign of
lucation to teach people to "Buy
Home."

* * *

At the Chambersburg meeting
ne of the features was a "Ques-
on Box." Many pertinent ques-
ons were asked and the Organizer
id his best to answer them satis-
ctorily.

New California Grape Scheme Makes Good.

Red Emperor grapes, preserved in
iln-dried redwood sawdust for the
hristmas market, will return California
rowers about $400,000, according to an
stimate by the secretary of the State
oard of Viticultural Commissioners.
ccording to his figures, nearly 200,000 drums were preserved in sawdust and stored in New York in advance of Christmas. The new industry, formerly monopolized by Almeria grapes from Spain, has proved most profitable this season, the first time it has been attempted on a large scale. It was developed through experiments of the United States Department of Agriculture (as explained in Daily Consular and Trade Reports for June 25, 1912, and April 21, 1914). The price f. o. b. California has averaged about $2.25 per drum, and as the expense is said to be only about 85 cents, the vineyardist secures $1.40.

Armour & Co.'s Good Year.

The report of Armour & Co. for the year ended November 2, 1914, shows net profits of $11,148,654, against $9,236,782 the preceding year. The surplus after charges was $7,509,907, equal to 37.54 per cent. on the capital stock outstanding, as compared with 30.14 per cent. earned the year previous. The income account compares as follows:—

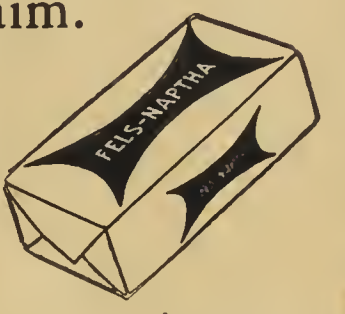
	1914.	1913.
*Net profits	$11,148,654	$9,236,782
Income allied cos...	2,455,046	1,922,293
Miscellaneous	103,930	197,018
Total receipts	13,707,631	11,356,094
Interest on bonds.	1,346,301	1,346,301
Interest on loans..	2,213,065	1,538,747
Administration expenses	1,578,360	1,419,234
Taxes, insurance, etc.	1,059,995	1,023,615
Total expenses ...	6,197,724	5,327,897
Surplus	7,509,907	6,028,196

*Net profit on manufacturing and sales.

The Interest

women take in **Fels-Naptha** soap is as remarkable as its growing popularity. And yet both are easily explained by one word: Merit.

The efficiency of **Fels-Naptha** is in the doing all and more than its makers claim.



Fels & Co.
PHILADELPHIA

13

¶ Undoubtedly a merchant ought to sell the best merchandise he can, regardless of whether it is nationally advertised or not.

¶ In other words, if he can find a non-advertised gelatine which is better than Knox's, or Chalmers', or Cox's, then he ought to sell it.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, t being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

The American Drug Syndicate.

Oley, Pa., January 15, 1915.

To the Editor.

Dear Sir:—What do you know concerning the American Druggists' Syndicate? Are their products equal to any other placed on the market and are they thoroughly reliable? Their agent called on us yesterday, but we made no contract with them or bought from them before writing to you for the above information.

Yours truly,
P. L. Glase, Son & Co.

The American Druggists' Syndicate, Long Island City, N. Y., has a very good rating and apparently is financially responsible. It sells only to people holding stock in it; therefore, wholesale druggists are very loath to give any opinion on it.

We know some good retail houses that are using its products, and we have no reason to think its products are not all right.

* * *

Worth Considering.

Hagerstown, Md., January 15, 1915.

To the Editor.

Dear Sir:—A suggestion to manufacturers, jobbers, brokers, retailers, express companies, milk men transfer men, etc., may not be out of order from one who knows and observes.

It is simply this: Include in all your advertisements, signs, stationery, merchandise, your full address, namely, the name, town, State and street address. It may save time, confusion, relieve the postmen, express men and no doubt bring inquiries and later result in trade. New people are moving into your town every day. New drivers are employed, no doubt, every day. New stores are opened almost every day somewhere. New manufacturing enterprises are launched every month or so. So please include your address and avoid the unnecessary

Yours truly,
E. W. Miller.

* * *

A Piano Contest.

Horseheads, N. Y., January 12, 1915.

To the Editor.

Dear Sir:—What can you tell me in regard to the Boston Piano and Music Co., of Iowa City, Iowa, and their piano contest as an advertising scheme?

Yours truly,
W. H. Myers.

If this plan is still conducted by W. F. Main, we believe it to be the most fairly conducted of the various piano business bringing schemes.

* * *

The Brenard Scheme Again.

Windsor, N. Y., January 13, 1915.

To the Editor.

Dear Sir:—What do you know in regard to the Brenard Mfg. Co., of Iowa City, Iowa? They have a sales plan that we are considering and would like a personal reply as to your opinion.

Thanking you in advance for the favor, we are,

Yours truly,
C. C. Travis.

We have always advised against this scheme, particularly because of certain features that have been repeatedly described in this paper. Notable among these features is the Brenard Co.'s practice of making merchants sign notes which can be transferred to third parties and collected whether the Brenard Co. has kept to its contract or not.

* * *

The Nemo Corset.

Liberty, Pa., January 13, 1915.

To the Editor.

Dear Sir:—I would like information as to where I may procure the Nemo corsets.

Yours truly,
F. C. Roupp.

Nemo Corset Co., 120 E. Sixteenth street, New York.

* * *

Manufacturers of Cosmo Soap.

Hagerstown, Md., January 13, 1915.

To the Editor.

Dear Sir:—Kindly advise through your columns the name of the manufacturers of Buttermilk Soap?

Yours truly,
Ernest W. Miller.

Cosmo Buttermilk Soap was manufactured by Miller Soap Co., Lancaster, who sold the business out to a firm in Upper Sandusky, Ohio. Not on the market at the present time, as there is a dispute on between the two manufacturers.

* * *

The Brenard Scheme Again.

Liberty, Pa., January 15, 1915.

To the Editor.

Dear Sir:—I have lying before me a communication from Brenard Mfg. Co., Iowa City, Iowa.

They pretend to be able to give information along an advertising scheme in which they claim to have absolute control.

As we are compelled to compete with mail order houses, it appeals to me in a way, although I am not acquainted with their work.

Therefore it occurred to me that possibly you could give me information on whether they are a reliable firm.

Yours truly,
F. C. Roupp.

P. S.—Accept my thanks for other information you have given me.

The scheme of the Brenard Mfg. Co. has been several times described in great detail in these columns, and has been invariably advised against. The contract used by the concern has been reproduced, dissected and explained and the provisions which were not, in our judgment, in the retailer's interest, pointed out. Particularly has the note scheme been condemned and readers have been strongly advised to sign no promissory notes for the Brenard concern under any circumstances, for the reason that they can immediately be indorsed over to "innocent" third parties and collected under the law, even though the retailer might have a perfect defense if the Brenard concern itself attempted to collect them. That part of the Brenard scheme which is supposed to guarantee a certain increase in the dealer's business has also been turned inside out and its fallacies pointed out.

* * *

To Sell Baled Waste Paper.

Telford, Pa., January 26, 1915.

To the Editor.

Dear Sir:—Please give me a few names of firms buying waste paper in bales.

Yours truly,
A. S. Kulp.

Penn Paper and Stock Co., Marshall and Willow streets; Coll Paper Co., 305 Florist street, both of Philadelphia, Pa.

* * *

Who Knows the Swift Slicer?

Adamstown, Pa., January 19, 1915.

To the Editor.

Dear Sir:—Do you know anything about the merits and price of the Swift slicer? They claim it does the same work and just as nice as the U. S. slicer.

Thanking you, we remain,

Yours truly,
H. F. Snader & Co.

We have inquired of two fixture dealers and of several others, but we have found nobody who ever heard of the Swift slicer. We suggest that in buying store appliances only those with substantial concerns behind them should be patronized. This is not saying that the Swift slicer people are not responsible, understand—we simply do not know them.

Has any subscriber ever heard of the slicer?

* * *

To Buy Valentines and Redeeming Postals.

Adamstown, Pa., January 20, 1915.

To the Editor.

Dear Sir:—Cannot get a reply from O. S. Bunnell, 30 N. Seventh street, to whom you referred us in regard to valentines. We wrote twice.

What are addressed U. S. postal cards good for which dealers get in correspondence for reply from firms, but not used? What can be done with them, as the stamps are not cancelled?

Yours truly,
H. F. Snader & Co.

Try John A. Bradley, 14 S. Seventh street, Philadelphia, for valentines.

Unused postal cards are redeemable for 75 per cent. of their face value, when returned by the purchaser only.

* * *

Dry Goods and Ribbon Scale.

Liberty, Pa., January 8, 1915.

To the Editor.

Dear Sir:—Can you give me information as to where I can get a good, practical dry goods and ribbon scale, t too expensive?

Yours truly,
F. C. Roupp.

The A. E. Putnam Co., Washingto Iowa, have an "Improved Cloth Char which they quote at $10, delivered.

Kellogg Co. Denied Right t Use "Toasted Corn Flakes" Exclusively.

United States Court Sustains Com peting Company's Claim That th Words Are a Mere Description of Product That Anybody Can Mak Kellogg Co. Makes Statement.

The United States Court sittin in Detroit, Mich., has refused t Kellogg Toasted Corn Flakes Co the exclusive right to use the word "toasted corn flakes." The othe concerns, principally the Quake Oats Co., claimed the right to us them, on the ground that they were a mere description of a product tha anybody might make, but the Kel logg Co. claimed that as they had originated them, they were a sort of trade-mark belonging to them alone. The court decided against this contention and unless the deci sion is reversed anybody can use the term.

The Kellogg Co. has sent this paper the following statement on the case:—

Following the decision of the Detroit Federal Court that, although the Kellogg Toasted Corn Flakes Co., Battle Creek, Mich., originated "toasted corn flakes," it cannot use that name exclusively, the Kellogg Co. will appeal to the higher United States Courts.

The Kellogg Co. claims the right to use the name exclusively, and to enjoin imitators from using it, on the ground that this company originated and popularized "toasted corn flakes."

Press reports on this case, as well as decisions in previous cases, indicate that the courts make a distinction between the various kinds of names given to products when it comes to protecting them from being used by imitators, regardless of any other consideration. In some instances products of which the names were "made up" (as against ordinary descriptive names of plain English) have been granted the protection of the courts.

The Kellogg Toasted Corn Flakes Co. has determined to bring the issue to a final, definite decision by appealing to the highest court in the United States. The Federal Court granted that the Kellogg Co. was the originator of "Toasted Corn Flakes," and the company is gratified that this point is a matter of legal record. Some jobbers and manufacturers have also conceded that Kellogg's has the moral exclusive right to this name, which it invented for a food which it originated, while others are willing to hide behind a technicality and use the name "toasted corn flakes" without the consent of the Battle Creek concern.

The New York Letter

·ocery and Allied Trade Press Hold Annual Meeting. United Cigar Store Co.'s Scheme to Open Drug Stores in Small Towns. Important Bill Seeks to Put City in Food Business. Market Summary.

ecial Correspondence of "Modern Merchant and Grocery World."

New York, N. Y.,
January 22, 1915.

The Grocery and Allied Trade Press ld their annual convention in this city t week at the Broadway Central. fter the usual routine business had en transacted it adopted the standards practice for business papers and rec- mended that all the members of the sociation join the Audit Bureau of rculation.

The following officers were elected: o. J. Schulte, of the "Interstate Gro- r," president; O. L. Schutz, of the win City Commercial Bulletin," vice- esident; Chas. Thorpe, of the "Retail ocers' Advocate," of New York, sec- tary-treasurer; W. H. Ukers, of the Tea and Coffee Trade Journal;" Preston cKinney, of the Commercial Bulletin," Los Angeles, and David Ezekiel, of e "Modern Merchant and Grocery orld," were elected members of the xecutive Committee.

Mr. Frank W. Meyer, of the Fleisch- ann Co., entertained the members and me friends at a dinner in the Broad- way Central Hotel. As a host Mr. Meyer cannot be excelled.

In the evening session Mr. Frank B. Connolly, president of the National Association of Retail Grocers, gave the members an illuminating talk on what has been accomplished in organization work and an outline of what he expects to accomplish during this year. He also outlined the programme for the convention of the National Association of Retail Grocers, which is to be held in San Francisco the week of May 10th.

* * *

Apropos of the item published last week that the United Cigar Stores Co. would open a chain of small combination drug and cigar stores throughout the country, chiefly in towns of 25,000 or less, the president of the United Cigar Stores Co., George J. Whelen, has issued the following statement:—

> We have decided to open a large number of new stores and our real estate experts have instructions to resume their operations in various parts of the country. Owing to the present depression in real estate, leases can now be made on very good terms.
>
> The Cigar Stores Co. show an increase in both volume of business and net earnings for 1914. Although the Riker-Hegeman Co., the retail drug company which stock the Cigar Stores Co. holds, has made money the last year, the introduction of our auditing system will cut down the showing.

The drug-cigar combination store's scheme will nominally be worked by the "United Chemists' Co.," but the stock of this company has all been bought by the United Cigar Stores Co.

* * *

Mr. Frederick J. Bushnell, of the firm of B. Fischer & Co., tea and coffee and spice manufacturers of this city, died suddenly on January 12th. His death will be a loss to the trade, for he was able, upright, capable and universally respected.

* * *

On Monday morning next an important bill is to be presented to the Board of Estimate by the Mayor's Food Supply Committee. It seeks to put the city into the food business, apparently, in competition with all of the established retailers. The bill will seek to give the city the right to receive on consignments all kinds of merchandise and to sell it at public auction. It will also give the city the right to build warehouses or markets for such products. There will also be created a Bureau of Information for the purpose of informing producers and consumers of the condition of the markets from time to time and to give the new department the right to make rules and standards for all kinds of food products.

The measure is one of the most far-reaching pieces of legislation with regard to the sale of food and the government of the food supply that has ever been presented to any legislative body. It will create an entirely new department in the city government.

The object, of course, is to reduce the high cost of living.

There will be sharp opposition from the wholesale and retail business interests, who will hold that it is entirely unfair to put them into competition with a city like New York, and competition, they will urge, which they could not possibly meet.

* * *

Austin, Nichols & Co., the wholesalers, have about completed their removal to Brooklyn. The firm will maintain an office at 100 Hudson street, New York City proper, for the handling of their city business.

* * *

Practically all corn products have advanced in this market on account of the advance in corn, the advance in corn being due largely to the exhausted wheat market. Starches have been pushed up by practically all the large manufacturers.

* * *

The 27th annual meeting of the New York Wholesale Grocers' Association was held at the Hotel Martinique here on Thursday. A resolution condemning the proposed system of public mar-

The Wise Jobber and the Young Grocer

"Take my advice and stick to the high grade Cream of Tartar Baking Powders—**Royal** and **Dr. Price's.** I can sell you cheap baking powder, of course, but it cannot be relied upon to give satisfaction to your customers, and therefore you cannot continue to sell it with any regularity.

"**Royal Baking Powder** and **Dr. Price's Cream Baking Powder** will always have a steady sale. They are highest in quality, staple as gold and you are safe in buying them in any quantity, and can display them with satisfaction.

"You will be sure to get your money back and make a great deal more in the end."

ROYAL BAKING POWDER CO., NEW YORK

kets in this city without compelling the marketmen to pay rent was adopted.

Summarized Market Conditions.

Tea steady, with continued good inquiry for Congous for export. Prices show no change for the week. Ceylons relatively quite high.—Coffee dull and stagnant, particularly as to options. Actual coffee in quiet demand at about steady prices.—Raw sugar shows slight weakening, all refiners selling granulated at 4.95 cents, though some are quoting 5.05 cents.—Dried peaches somewhat firmer on strong coast news. Apricots about unchanged; in fair demand. Prunes strong and high. Raisins dull and steady. Other dried fruits unchanged.—All canned goods unchanged, tomatoes steady to firm.—Wheat still at last week's very high level, export sales taking large quantities. Situation very firm and excited. The market is sensitive and would decline at the first appearance of any reason to do so.—Corn and oats also firm and high by reason of wheat situation.—Flour still very high on top level. Quotations for the mills $6.75 to $7 per barrel. Business very dull as buyers are taking at prevailing prices for actual wants only.—Provisions easier.

The Grocery Markets

Tea.

The tea market shows no particular change for the week. Ceylons are at the highest point on record—ordinary tea commanding in a large way as much as 19 cents. Indias are also relatively high, although not as high as Ceylons. Congous are likewise doing better, meaning particularly the low grades. The better lines of tea show no change for the week. Demand is fair.

Coffee.

The coffee market is unchanged for the week, no improvement being manifested. Coffee futures are stagnant and very dull. Nobody is interested in buying coffee for future delivery. Supplies of spot coffee in the country are comparatively large by reason of recent large arrivals in New York, and although there is some demand, the situation is not strong. This refers particularly to Rio and Santos. Mild coffees are unchanged for the week, with a fair inquiry, especially for Bogotas, which are relatively firmer than the other lines. Java and Mocha are unchanged for the week and quiet.

Sugar.

There has been no change in the sugar market during the week. Most of the refiners are quoting 5.05 cents, but all of them will sell at 4.95 cents. The situation at the moment is rather firm, but raws are selling freely on a basis of several points below a week or two ago. The weather situation in Bermuda is the dominant factor in the market, and the situation will be unsettled and uncertain until the weather there becomes less so. The consumptive demand for sugar is quiet.

Fish.

The mackerel situation is unchanged and undisturbed. There seems to be plenty of Norway mackerel about, but much of it is confined to the representatives of the Norway fishermen's combination. Prices show no change. The general trend of the values is about a fair normal average. The demand is not large, and there is no indication of any material change in sight. Cod is about 1 cent a pound cheaper, largely by reason of the warm weather. Hake and haddock are correspondingly reduced from the same cause. Domestic sardines are firm and packers are quoting from $2.95 to $3.10. Imported sardines are quoted in fair supply, considering the demand, and unchanged in price. Salmon of all grades is quiet at ruling prices.

Syrup and Molasses.

Glucose has advanced 10 points during the week on account of the high corn situation. Compound syrup has accordingly moved up from a cent to 1½ cents in bulk, and correspondingly in tins. The outlook is firm; demand moderate. Sugar syrup and molasses shows no change and quiet demand.

Canned Goods.

In spite of figures showing an enormous pack of tomatoes for 1914, the market in the East has strengthened and the present quotation on Maryland 3s in a large way is 67½ cents, f. o. b. Some packers are even asking 70 cents. The reason of this is that the figures covering the pack show a very large surplus from the ordinary pack in the far Western States and a shortage in the Eastern States. The high freight rates to the East from the West prevent the surplus from being shipped here and sold in competition with Eastern goods. The demand for tomatoes is fair. Corn and peas show no change for the week. The figures as to the pack have had no apparent effect upon the situation, although both showed an excess over a year ago, corn particularly. These figures are published in detail in another column. Future tomatoes, corn and peas are selling about on a basis of a year ago. Some future orders for peas have been taken at a very substantial increase over the present spot prices, although they do not show an increase from the opening prices of last year. Apples are still very cheap and depressed, Baltimore brands having been offered as low as $1.50 per dozen gallons. The supply is large and the demand small. California canned goods are unchanged and quiet. Small Eastern staple canned goods show no change and seasonable demand.

Dried Fruits.

Prunes are to a great extent neglected, probably because they are too high. The consumer on the present market must pay close to 15 cents a pound for 40 prunes, which almost gets them in the luxury class. They are trying to push peaches up a little on the coast, and some holders are quoting an advance of ½ cent. Apricots show an advance from the recent very low point of 1¼ to 2 cents per pound on the coast, but here and there are holders who bought at the low prices, who are willing to sell under the present market. Raisins are very much below the combination's prices, not only on the coast, but in Eastern markets. The demand is light. Other dried fruits quiet and unchanged.

Beans and Peas.

Domestic pea beans have advanced to $3.05 in a large way, f. o. b. Scarcity seems to be the reason. Marrows are unchanged and quiet. California limas show a very slight advance, but not much. Green and Scotch peas have advanced about 25 cents per bushel and are in light demand.

Butter.

The consumptive demand for fresh butter is a little light, as is usual at this season. The result has been a decline of 1 cent per pound during the week in all grades. The quality of the arrivals is averaging good, and the market can be said to be firm at the decline. If, in the near future, the demand improves, as it is expected to, there will probably be a slight advance.

Eggs.

Owing to the very much increased receipts of fresh eggs during the week, the market sharply declined about 10 cents per dozen. The warm weather had something to do with the increased receipts. The quality of the present arrivals is running very good, and the future of the market depends very largely on the weather. Storage eggs are steady, at a decline of about 1 cent below a week ago.

Cheese.

The cheese market is steady and unchanged. There is a demand for consumption as well as for export, and the market is healthy without prospect of early change.

Provisions.

All cuts of smoked meats, picnic, regular and skinback hams, as well as bellies and bacon, are steady, with prices about unchanged. The consumptive demand is at present very light. Pure lard is steady and unchanged, with a light demand. Compound lard is firm at an advance of ¼ cent. Barreled pork, canned meats and dried beef are all unchanged and in light demand.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

We have had a very quiet market on evaporated apples throughout the week. Some domestic orders have been booked at full asking prices, but the larger export buyers have not be taking hold on account of the great di culty in securing steamer room. The is a very good demand for prompt sh ment from Europe, but shippers are n able to take advantage of it on acc of the shipping situation.

C. C. Hall.

Rochester, N. Y.

Spices.

The market continues active both h and abroad, with higher prices in ma grades. Stocks in our country are u usually small. In fact, the smallest years.

Pepper.—The market has been acti and there has been considerable buy during the week, prices advancing Europe as well as here. It is unre sonable to expect low prices to ru when supplies are so exceedingly scar

Red Peppers.—Prices now ruling t highest in years. Further advances w occur before supplies arrive.

Cloves.—Are exceedingly scarce spot. There has been some large tra ing during the week in all positio Prices, we believe, will go higher.

Pimento (Allspice).—In better d mand at unchanged prices. This arti we believe has reached bottom.

Mace.—More active at steady pri for all grades. Supplies are exce ingly small.

Nutmegs.—All grades in greatly r duced supply. The demand is on the i crease, with higher prices likely.

Gingers.—Are dull in all grades, a there is a little scarcity in some gra at present. Prices are unchanged.

Paprikas.—In fair demand; stead but unchanged prices. It is report there is little on the way at present.

Seeds, Herbs, Etc.—The feature the week has been a sharp advance celery seed. This is due to reports an embargo on exports by the Fren Government. Sage and laurel leav are firmer. Poppy and caraway u changed.

McCormick & Co.

Baltimore, Md.

Tomato, Corn and Pea Pack all Larger than 1913.

Figures For 1914 Show Tomato Pr duction Greatest on Record. Co and Peas Also Show Increase.

The figures covering the pack tomatoes, corn and peas in t United States for 1914 are no available and show that in all thre lines the packs were in excess of year ago. Particularly is this t case with corn, in which the pac is about two and a half millio cases more than 1913.

The 1914 pack of peas was als slightly larger than the 1913 pac and the 1914 pack of tomatoes wa over a million cases more than 191 pack. The figures showing t packs of all three staples for the la seven years are as follows:—

TOMATOES.

	Cases.
1914	15,222,000
1913	14,206,000
1912	14,022,000
1911	9,749,000
1910	9,235,000
1909	10,984,000
1908	11,479,000

Thus from the above it appear that the last pack was the large

within the last sever years, and probably the largest in the history of the business, in spite of the dismal prognostications made during the whole of the packing season by various interests as to unfavorable weather conditions, etc.

The unfortunate feature is that the East cannot get the benefit of this surplus because most of it is in Western States, which cannot easily ship to the East because of high freight rates. The Eastern States, on the contrary, show a shortage as compared with a year ago.

CORN.

	Cases.
1914	9,789,000
1913	7,283,000
1912	13,109,000
1911	14,301,000
1910	10,063,000
1909	6,787,000
1908	6,779,000

The 1914 pack, therefore, while 2,506,000 cases more than the 1913 pack, was still very far below 1911 and 1912, which, as the figures show ,were colossal.

PEAS.

	Cases.
1914	8,847,000
1913	8,770,000
1912	7,307,000
1911	4,532,000
1910	4,347,000
1909	5,028,000
1908	5,577,000

This shows that the last pack was the greatest in seven years and partly accounts for the very low prices at which peas are now ruling.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Are You a Constructive Clerk?—Mark well this word—constructive. It means to build, to form, to increase, to grow. If you have this quality along with a healthy, manly, moral makeup, you have a foundation upon which success is bound to grow.

Constructiveness is far reaching. It means more than starting a new coffee customer, or creating a sale on your special brand peas by intelligent talk. Both are good, and very good.

* * *

It means that the construction of a moral base, and a little strength added to that base every day. Oh, there's nothing easy about being a constructionist. It's no feather bed job. But it's conforming to the grandest law in God's mighty universe. It's the sanest of sane religions. It's the privilege of developing in yourself dormant attributes and of rising to your truest manhood. Be a character clerk. Be a builder, and be your own architect. Thus you are saved.

* * *

But coming to the practical part of being a construction clerk in business, what does that mean? First of all, it means doing something out of the daily rut that so many of us fail to do. For instance, how often do you push your scoop into your Ceylon tea bin, show up those wiry, shiney leaves and say to her, "This is our new Ceylon tea, it has a strength and flavor more pleasing than any Ceylon we have offered in years at the price—50 cents a pound." This, of course, to your Ceylon drinker, and a similar talk to your Oolong or mixed tea drinker, provided the fact is consistent with the argument.

"Sell her a dozen," wrote our Philadelphia friend and hammered away at it, so that every time we reached for a can of Van Camp's beans we obeyed that impulse. *He* was a constructionist.

Isn't it your fault many times when a "woman of family" orders a single can of corn, and gets away with it? She knows it's hand-to-mouth buying, but she gets no encouragement to open up. Now isn't it a simple matter for you to say: "I'll sell you six cans at the dozen rate." Then you get your goods on the pantry shelf and you get the kids and the grown-ups and mother herself familiar with your brand. They see it 20, 30, 40 times a day, and the first thing you know there's only one brand of corn they know anything about.

Pantry shelf advertising is great.

* * *

Going around a store the construction clerk uses his eyes and ears. He sees defects and he hears things. He comes on dead stock and suggests the "Bargain Basket" that we wrote about a few weeks ago. He sees dirt and either kicks about it or cleans up himself. He sees waste and makes a holler, but it's a constructive holler. He makes the wasteful chap ashamed of himself. He sees customers getting nervous for waiting, and he speaks the soothing word. Day by day he does little things that count, year by year he does them. Then lo and behold, he holds the reins and the big things come just as easy, just as natural. It seldom happens, gentlemen, that the constructive clerk isn't marked for a higher up job.

Cultivate the habit, bite into it with vigor, make it a real living part of you, and in spite of men and devils you will arrive at the top.

Cold Weather Specialties:

Fresh Sausage, Scrapple, Souse, Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Souse

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

Hardware—Tools—Specialties

Figuring Profits in Hardware.

Regarding the quick turn in hardware lines and the close margin in a large number of items, an authority says a dealer's profit depends upon what he buys and how frequently he sells. If a merchant can keep these facts in mind all the time it will make little difference how much he pays or what may be the profit on the individual sale. If a dealer buys an article for 20 cents which he can sell every month for 25 cents, he is making a profit of 25 per cent. on his cost every month, or a profit for the year of 300 per cent. In this case it is not so much the cost or selling price as having an article that people want and which can be turned frequently.

Further, it is all right to seek a good price in buying, and it should be done But too many merchants handling hardware think only of price. Profits can be made only when the article is sold; hence the more sales the more profits. Stock which ties up money for the greater part of the year is not so profitable to handle as the one which moves readily, even though the percentage of profit in the former may be greater. Many dealers labor under the false impression that they are operating their business at a profit when they can show a return of 6 or 8 per cent. on their capital investment. But a man can put his money in a savings bank and make 4 per cent. and then work for $2 a day and show a greater profit at the end of the year. Or he can make 6 or 8 per cent. a year on a farm loan and thereby make as much without working as he does on his mercantile business. A man is not a successful merchant unless he shows a profit from his investment and labor greater than the legal rate of interest.

Boots Shoes Findings

Outing Shoes Now Sell the Entire Year.

Some peculiar changes have been made in the style and adaptability of shoes within the past few seasons only. For example, a shoe which is becoming very popular throughout the country, particularly among the working classes, is one that was formerly considered an outing shoe; and is, in fact, to-day so called by manufacturers who specialize on these goods. A manufacturer who had orders sufficient to run a long time on shoes of this description, said: "We attribute to the fact that the shoes are tough and can be used for everyday wear, and can be sold to the consumer cheaper because they are unlined and lack some of the finish put into the higher grade lines. It is a popular shoe in localities where 'rough and ready' cuts more figure than style. At first there were only a few factories making this kind of goods, but now there are quite a number in New England and the Middle States, and they find an active demand for this type of shoe. They are getting to be great favorites with general merchants throughout the country, because they are rapid sellers and profitable besides."

A Novel Idea in Shoes.

White canvas shoes, which are predicted will be unusually strong sellers for the summer of 1915, and for which samples are now being shown the trade, have always been plain, with little ornamentation. A departure is in supplying the outside shanks with three pearl buttons extending from the top toward the bottom. Some are made to button on the foot, while in other designs the buttons are merely ornamental. When buttoned after the shoes are on the foot the tendency of the shoe to hug the foot from the heel to the ball is a great point in favor of the idea.

Dry Goods Notions Knit Wear

Larger Demand for Staple Cottons.

Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "Current dry goods distribution has shown marked improvement over that of the past few months. There is a larger demand for staple cotton goods than there has been for many years during the same period. General orders through the mail and from the salesmen on the road are better in comparison than they were last month and are about as heavy as during the same period a year ago."

The weekly review of trade by the John V. Farwell Co. says: "While some partisans predict a boom and the others bad times, the mercantile class understands that neither is right. We believe conditions now are such that we may not expect a boom; in fact, the country does not want one, but a steadily increasing business at fair profits. Our road orders coming in for cotton goods show very low stocks in retailers' hands and a willingness to buy at present prices for future wants. We have no hesitation in taking this course ourselves in conservative amounts and believe with the better feeling existing in the Middle West and also in the East, merchants who have a steady business can proceed with confidence.

"Outing flannel prices announced this week by leading mills for fall, 1915, while lower than last year, are somewhat firmer than was expected and make outings offered the trade during last month for fall delivery look very low. Crash was further advanced a cent a yard by the mills. Advances on flax up to 120 per cent. over last year's figures are reported from Belfast. Advices from Yokahama report a further advance of 5 to 7½ cents a pound on raw silk. Raw silk is now 35 cents a pound higher than the lowest point reached during the last three months. Crepe de chines are increasing in popularity. Silk and ribbon business is very good."

Wearability of Artificial Silk Hosiery.

At the meeting of the Knit Goods Jobbers' Association held at the Waldorf-Astoria, New York, January 11th, one of the speakers, a hosiery manufacturer, in speaking of the development of the silk and artificial silk hosiery business in this country, said: "The manufacturers of these so-called plaited goods knew that this artificial silk could be worked by itself, but they also knew that without some reinforcement it possessed very little wearing quality, and it was indeed unfortunate for the hosiery business when these straight artificial goods were put on the market. This has been proven that women will buy anything that looks good, as the demand for straight artificial silk ladies' goods is growing, notwithstanding that they have very poor wearing quality."

A prominent manufacturer of artificial silk hosiery promptly took exception to these remarks, by stating it all depended upon how these goods were made and handled. If properly manufactured, merchandise of this character was as reliable as the best silk stockings in durability and wearability.

A Wholesaler's Plan for Helping the General Merchant. Large Percentage of Incompetency and Inefficiency.

At the second day's session of the National Wholesale Dry Goods Association in New York Friday last, J. W. Hamilton, sales manager of French, Van Slyck & McConville, St. Paul, Minn., read a very interesting paper on "Increasing the Efficiency of Wholesale Management in Relation to Employees and the Retailer." The subject was treated under the following headings or chapters: First, the loss in staff efficiency by frequent changes; second, the loss of business to the catalogue houses; third, the loss due to the failure of thousands of merchants annually; fourth, the loss due to the inability of the great mapority of merchants to develop new business right at their own

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?
Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 19

We have all been horror-stricken by the ease with which certain warring European countries repudiated a solemn treaty on the ground that it was merely "a scrap of paper."

Yet some retail dealers repudiate their contracts just as lightly. Not all, of course—most retailers are absolutely straightforward and treat a buying contract as they treat any other solemn obligation. But some others sign contracts to take merchandise and carry them out only if they wish to at the time of delivery. If they feel that it pays them to—though actually it never pays to—they will treat their contracts as "a scrap of paper" without the slightest hesitation.

This is unfair, it is unbusinesslike, it is illegal, it is *dishonest.*

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexsamer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.

Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiester, Reiff & Co., 36 S. Front St., Philadelphia

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.

doors, which they could do if they were only sufficiently well trained. "These suggestions," Mr. Hamilton observed, "if carried out, will mark a great reform with your most active partner, the merchant on the firing line." The portions treating of catalogue houses and the general merchant follow:—

The catalogue houses are doing an immense business at the expense of ourselves and of our most active partner. Many thousands of merchants are becoming discouraged. Should we not encourage them by showing how the catalogue house can be successfully fought? This will not advertise the catalogue house, because it is already well advertised. We have to face this competition, and the country merchant no doubt feels that the superior brain power and outlook of the wholesaler should be a fountain upon which he can call for assistance. There are merchants all over the country who fight it with a smile and succeed, and my suggestion is to collect these fighting plans, from every source, for the benefit of merchants who are not clever enough to do so, and in this way give them wide encouragement. Such data would have to be collected by the National organization to which I will refer, as some one would have to arrange for printing and distribution.

The question is what can we do to reduce the large number who fail yearly; 27 per cent. of all failures are due to incompetency, and incompetency covers a multitude of sins, the sin of poor bookkeeping, the sin of too much credit, the sin of overbuying, the sin of not taking discounts, the sin of ignorance, which is only paid for in years of bitter experience.

To overcome this in part I submit for your consideration the value of mutual help leaflets. The president of the St. Paul Association of Credit Men and its committee approved the following plan, which can be made National in its scope: That the wholesale houses of St. Paul should systematically send to every merchant in the Northwest concrete illustrations why so many merchants succeed, and why so many fail or make no progress. A very brief synopsis of the standing of a poor merchant, beginning five or ten years back, without mentioning names, and showing his weaknesses through the proper arrangement of figures, would strike home with thousands of merchants and carry a valuable lesson, for so many merchants will not read a book.

These leaflets would tell that many merchants fail because they do not know how to take an inventory; their books and records are incomplete; they lack business judgment; they are careless in buying; buy too much; do not keep close track of their stock; extend too great credit; inventory old goods at cost prices; do not have a simple set of books. The leaflets would urge them to buy often, keep their stocks cleaned up and other positive helpful subjects. The wholesalers as a class are not doing anything for the retailer as a class, with regard to educating him.

The leaflet plan would have a continuous educative effect, which in time could not fail to be of great benefit to the wholesaler and to the retailer. If the wholesaler and the retailers do not find a closer bond of union than that of buying and selling, mail order houses will be doing yet more business. We cannot prevent every merchant from failing, but we can help every merchant to be a better merchant and the big idea is not the distribution of the slips, but in the thought that the wholesaler and retailer must work together more closely for their mutual benefit.

The report of the committee was that the leaflets should have an attractive name, such "Mutual Help Leaflets," that the seal should be two clasped hands and that the paper should be of a distinctive color, so that the merchants receiving them would know instantly that there was something to interest them. They would be in bulletin form and punched for binding.

A woman who patronizes in person a choice and well-stocked grocery store will spend in a year several $10 bills more had she used a telephone. Similarly there are scores of millions of business lying at the doors of the retail merchant absolutely undeveloped, simply because he does not know how to bring it into being. But why should not a National organization help him to do so? All this leads up to my idea of a National clearing house of ideas for the benefit of the retailer and wholesaler. The organization should be presided over by a man of absolute competence, with a board of directors, composed of retailers and wholesalers, the staff to include men who would make personal calls on merchants willing to pay the expenses of a competent business doctor. The organization would have a skeleton blank which when properly filled out would tell the staff just where a merchant was weak and what information he needed by mail or before their representative called.

Properly presented this plan should attract the retailer, and the admission and annual fee should be a small sum, the retailer receiving in return free information about his troubles, leaflets, etc. This organization would save every wholesale house enough bad debts to justify an initial contribution to start it, and the whole plan would be taken up with the retailers' organizations and the details worked out by a competent joint committee of leading retailers and wholesalers; for the retailer is bound to know of many plans wherein a wholesaler can help him. The new gospel of an organization for the particular benefit of the retailer in all lines would be spread all over by traveling salesmen and through trade papers.

There is probably no greater source of weakness in the average retail store than incompetent bookkeepers struggling with complicated sets of books. If the association would appoint a committee to prepare a very simple set of books necessary for the average retailer to have, and arrange to have these furnished at a very low cost, it would be a great help in building up the efficiency of the retailer.

Co-operation With the Retailer Urged.

Monday of last week the Jobbers' Association of Notion Buyers held their annual meeting in New York. The most eminent firms in the country among wholesalers and jobbers were in attendance from every section. Representatives of leading metropolitan houses were also in attendance. The sessions for the first time were open, and therefore more than usual interest was displayed in the surroundings and the formal addresses delivered were listened to with special attention. Jacob K. Lessey, of the Young, Smyth, Field Co., read a paper on price cutting by road salesmen and its harmful effect on the general merchant.

"Co-operation," a carefully prepared address, by J. Dey Conover, of C. D. Conover Co., the well-known New York specialty firm, was closely followed, the speaker being warmly congratulated at its close. He said in part:—

The impression has gone forth, from what source I do not know, that the jobber, as a distributor, is fast being eliminated, and this impression has been so generally vocalized that it is becoming an accepted fact, weakening the position of the jobber and strengthening the belief of the manufacturer that in order to get distribution he must go to the retailer. Cannot the fallacy of this belief, for it is a fallacy, be better dispelled through conference than any other way?

Other questions of relative importance, including cancellations, terms and dating, freight allowance, sample cards, and anything and everything that produces difference or discord, could be brought within the scope of conference, with the hope of reaching a mutual and satisfactory understanding. I therefore ask you, not in the spirit of advice or even suggestion, but in the spirit of entreaty (and I am grateful for the oportunity to ask it), that this organization constitute a committee of conference, composed of fair-minded men with red blood, of which you have an abundance, where the manufacturer, jobber and retailer can come, either voluntariy or upon invitation or request, and submit his problems, feeling assured of a square deal and unprejudiced opinions. It will surely eliminate from these problems a large proportion of apprehension and doubt that to-day harden the arteries of man and make his field of effort a Gethsemane. We cannot hope to establish the Golden Rule in our business relations, but we can apply to them with pleasure and profit the cardinal virtues of wisdom, fortitude and justice.

KIRK, FOSTER & CO. WHOLESALE GROCERS. 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

"Be wise to-day, 'tis madness to defer"

If one could be sure prices on certain lines would be higher and he had a trade on them, wouldn't it be wise to anticipate his wants? Read and reflect

SYRUPS—The market advancing—prices have been very low and there is a good demand; this is the best consuming season of the whole year; buy NOW and save two or three cents a gallon. Our brands stand for quality; Royal Table Syrup, Challenge Table, King "B," Very Best Cloudy, Starlight, Ex. Amber, Gilt Edge, White Clover, Cruiser, Quaker City, Extra Maple, and a fine quality Pure Sugar Syrup New Century, a sweet, clear syrup of good flavor. Also a full line of canned syrups; buy of us.

NEW ORLEANS MOLASSES—We buy our molasses early, and take no chances on molasses made from frosted cane. We have one lot of the finest old-fashioned open-kettle molasses that has been in the market for many a day; the price may seem high, but it is worth it; Church Plantation, bright golden color, per gal., 52c.; our extra fancy "Ingleside Plantation" is a fine molasses at 37c. per gal.; Belmont Plantation, exceptionally fine quality at 35c. per gal.; and Cruiser Brand, good quality and fine baking molasses, at 32c. per gal.; Westfield Brand, dark, but good flavor, at 21c. per gal.

MACARONI—With the high price of wheat and flour advancing, Macaroni is sure to be higher. We want to call your attention to our Quaker City Brand, made from selected hard wheat, strictly high grade. Under this brand we pack macaroni, spaghetti, vermicelli, elbows, long or short pkg., 25 lbs to the box, per lb., 7c.

BUCKWHEAT FLOUR—The old-fashioned unadulterated New York State Buckwheat Flour, the kind that make such good hot cakes, bags 98 lbs. net., per bag, $3.10.

NEW PICKLES—Just received a lot of Western Pickles in new barrels, 45 gals., 1200s, hard and crisp, per barrel, $8.90.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

THE STROLLER'S COLUMN

Here's the Story of a Crook.

This is going to sound a bit like novel. But it's all true, every ord of it. I've always had a unch that I could write a novel, if only knew a few more polite cuss ords. The novels we get now in't like the old days when Laura ean Libby was alive. I never new Laura to cuss once. But they ell me there ain't been a novel rinted in the last ten years that in't had at least four damns and hree hells in it.

With them few preliminary ords, as it were, I'll go on.

A fellow I know in a town with bout 10,000 people in it had a each of a clerk. I've made the own for years, but I never sold he fellow much, because he's a rooked buyer and I couldn't stand or him. I told him so once, too, ot in so many words, but so's he new what I meant all right.

This clerk was one of the best alesmen I ever knew. He was a uiet fellow and he'd tell you the ruth. And whatever he told you e'd do would be done and done ight. People depended on him and went to him. He was worth a thou- and dollars a year to the store over nd above all he cost.

Nobody knew that any better than his boss did either. He paid him good wages, I will say that.

One day some building associa- tion money came due for the young fellow, and he made it up he'd open his own store. He gave his boss a month's notice, whereas he only had to give him a week.

The boss was mad. He was going to lose the best clerk he ever had and he knew he couldn't ever get another man like him. More than that, he knew that without the young fellow lifting a finger, a lot of trade would go with him.

He offered him $5 more a week if he would stay. Nothing doing. Breaking off for a minute, wasn't that plumb foolish? If he was worth $5 more a week afterward, he was worth it before, wasn't he? The very minute the boss offered it to him afterward he owned up that he'd been paying him $5 less than he was worth. Take it from me, it's an awful mistake to treat a clerk that way. He ought to get every blamed cent he's worth to the business and he ought to get it whether there's any chance of his leaving or not.

The young fellow left at the end of his month and opened up right away. He had had his brother get- ting the store ready, but he hadn't done a thing—not one blamed thing —to work up any trade for him- self.

The boss was wild, and the very minute the clerk left he started to queer him in every way he could. He went around to a lot of his cus- tomers and put on a poor face, and told 'em that his clerk was trying to steal his customers and had been trying to get 'em away even while he was working for him, which was an infernal lie. And a lot of other stuff.

He did some good for himself by that, too, for he wasn't any fool, and he put up a strong talk.

But the meanest thing he did was this. He found out somewhere that the pure food people had con- demned a line of stuff put up by a Chicago house because it had some- thing in that oughtn't to be in there. Some acid put in to keep it, or something. He didn't handle this, though he had handled it some time before, but he found out that his clerk did handle it. His brother was a politician and he worked it so that the inspector went into the clerk's store, found the stuff, and arrested him for breaking the food laws.

Then he went to the two local papers—he advertised in both of 'em, but the clerk hadn't started to yet—and made 'em print a story about the case against the clerk. He told 'em if they didn't put it in good and strong, he'd take his ad. out, and he had 'em scared so they wrote it up something scandalous. One of 'em put a head on the arti- cle, "New Store Makes Bad Be- ginning."

At the time I'm writing this the clerk is still in business. His stock is all paid for, so nothing can hap- pen to him there. But it ain't going right and unless something turns up I'm afraid of what'll happen. The trouble is he ain't a fighter. I don't mean he's a coward, but a fel- low that would rather have peace any time than a scrap. Instead of wading in and tearing the pants off the dog that has done him dirt, he sits still and talks about if the people ain't got confidence enough in him to trade at his store, all right. And all that sort of mush. Gee, but I wish he would put up a fight! He could make a peach of a scrap out of that if he'd only start in.

As for the dog that's queered him, I can hear him now, bleating "business is business" and all the other stuff that a fellow gets off when he does something crooked like this. I'd show him what busi- ness was if I had a chance. I think he's the meanest comic picture of a white man that the devil ever drew with his stick of rotten chalk! I don't know, but I'll bet a dollar he's a good church member. That kind always is. I wouldn't be sur- prised if he passes the plate and prays out loud.

It's a blamed funny thing, but it's a fact that wherever you run across a crook of that special stripe, you always find he belongs to some church. Maybe he thinks he can get rid of what he does outside by going to church on Sundays.

Don't get me wrong here. Every- body that goes to church ain't like this. Most of 'em ain't a bit like it. But out of ten crooks that do all sorts of dirty things on the ground that business is business, you'll find nine of 'em going to church regular, take it from me.

THE STROLLER.

Big Development of Five-and-Tens.

There are about 180 5 and 10-cent store syndicates operating three stores and over. One of these syndicates, the F. W. Woolworth Co., controls over 700 stores and sold $66,228,072 worth of merchandise in 1913. Even the S. S. Kresge Co., with 101 stores, showed a sales statement of $13,200,000.

SAVE TIME RISK MONEY

Invest $25 to $75 in a Schick All-Steel Baling Press—the capital will be returned to you inside of a year, with liberal interest besides. The paper, straw, rags, shavings, excelsior, etc., you now burn up, or pay someone to haul away, can be baled and *sold at a good* price—if you use the

ALL STEEL Schick FIREPROOF

BALING PRESS

Absolutely fire-proof—takes up little room—provides safe storage for waste and eliminates fire risk—lowers insurance rate—pays for itself and earns money for you. Right size for every shop, store or factory—sold on

TEN DAYS' FREE TRIAL

Write to-day for catalog No. 64, FREE TRIAL OFFER and information about sell- ing waste at a profit.

Used in Uncle Sam's Post-Offices

THE DAVENPORT MFG. CO.
DAVENPORT, IOWA.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower in good condition and cheap, describe fully.

Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

MAPLEINE

is welcomed by confectioners everywhere—indispensable as Maple coloring and flavoring for caramel candies, ices, etc. Won't cook out or freeze.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

CRESCENT MFG. CO.
SEATTLE, WASH.

The Proper Care of Perishable Food Products by the Retailer

The National Wholesale Grocers' Association of the United States has prepared and is issuing to the retail trade some extremely useful matter under the above heading, the point being to supply some practical directions by which spoilage in the retail store may be reduced as much as possible. From time to time the "Modern Merchant and Grocery World" will publish brief extracts from this matter.

No. 4.—Cereals.

There has been a great deal of misunderstanding about the keeping qualities of flour, meal and cereals. It is incorrect to assume that these products were inferior or contaminated when packed, if after a period of a few weeks, web, worms or weevils are formed therein. Those who have carefully investigated this subject from the standpoint of the science of insect and bacterial life have found that various tiny insects, many invisible to the naked eye, deposit eggs within the grains during the process of growth upon the stalk.

Unfortunately our present milling and manufacturing processes do not entirely destroy these eggs or bacteria, unless the product is cooked or sterilized. With our present scientific knowledge of the subject, it is impracticable to sterilize flour or cereals generally. The result is that under certain atmospheric conditions and under certain temperatures, these eggs or bacteria, which are found in all cereals, will begin to develop, and after a certain time will produce larvae, web or mold. This of course would be true whether the goods are in a sealed package or not, but the danger is much greater with bulk goods which are more readily affected by atmospheric conditions, and are subject to outside contamination. This is one of the risks connected with the cereal business, and till some practical method of sterilization is invented it cannot be avoided.

The risk may be largely reduced, however, and the keeping qualities of cereals greatly increased by the careful observance of the following suggestions:—

Discontinue the handling of cereals in bulk as far as practicable. The small package or carton is more sanitary and convenient for the consumer, and usually more profitable in the long run. It is extremely difficult to protect bulk cereals from outside contamination and from the tiny insects that prey upon them. Wherever any insects obtain access to cereals they deposit their eggs, and larvae will soon develop, and the product will become unfit for sale. If you find it necessary to handle some cereals in bulk, great care should be taken to see that the chests or bins in which the product is kept are perfectly tight and are well covered at all times. The larvae will penetrate through the smallest crack in the bottom of the chest.

All such chests or bins should be thoroughly cleaned at least once every two weeks, especially in warm weather. If quantities of old flour or meal are left in the corners or cracks, the fresh product emptied into the bin is almost sure to be contaminated in a short time. The possible development of worms or larvae in such products may be very materially checked by shaking the package or container thoroughly every few days.

It is much easier to protect cereals in package form from outside contamination. There is practically no loss on these products except in warm weather. At such times great care should be taken to see that the shelves are clean. Do not allow dust or other refuse to accumulate upon or near the packages. It is well to move the packages occasionally and clean the shelf. Shake each package when replacing it.

During warm weather it is advisable not to buy more cereals than you will need for a two weeks' or a month's supply. When new goods come in place the old goods in front of new goods on the shelf, so that the old goods will be sold first.

All cereals should be kept in as cool and dry a place as possible. The temperature of the room in which they are stored should not exceed 60 or 65 degrees Fahrenheit, if it can be avoided. Never store cereals in a damp basement, near stoves or steam pipes or near the ceiling. See that the air has an opportunity to circulate around the packages upon the shelf.

A little care exercised in observing these suggestions will amply repay the merchant. Cereals containing larvae are unfit for sale and would be condemned by food inspectors. Carelessness in allowing such products to go into consumption is apt to prove extremely disastrous to your business.

Written for the "Modern Merchant and Grocery World."

A Clever Dried Fruit Window.

Smedley, the Well-Known Pennsylvania State Organizer, Describes a Good Idea in Window Display.

They say the window is the "eye to the store." Some retailers may believe this but they put smoked glasses over them. Out in Chambersburg the other day I saw a show window that for simplicity and effectiveness was a credit to the town. It was a dried fruit window and the back ground was a pile of about 200 pounds of sun dried apples. Flanking this pyramid were boxes of dried apricots and peach with the wood removed, the whole producing a splendid effect. Mr. A. Funk, the owner of the store, a progressive business man and lieves in using his show windows advantage. W. S

Oleo Output Increases.

The output of oleomargarine for month of December in the Chicago trict shows quite a considerable increa The figures give 183,890 pounds of ored and 9,919,728 pounds of uncol or a total of 10,103,618 pounds, aga 257,284 pounds of colored and 9,156, pounds of uncolored, or a total 9,413,928 pounds for the same mo a year ago. This shows an increa for the month of 689,690 poun There is also an increase over the p vious month of November, when output was 173,910 pounds of colo and 9,218,736 pounds of uncolored, a total of 9,392,646 pounds. The cember make increased over that of N vember 710,972 pounds. The output renovated butter for the month 2,029,300 pounds, against 1,038,300 the same month in 1913, or an incre of 991,000 pounds.

Weekly Window Display Suggestions

Canned Soup Display.

A window display of soup in cold weather will take well. First, choose your shade of crepe paper for the bottom of the window so that it will match the labels on the cans of soup that you are offering for sale. Next make a long platform in the rear of the window by covering a couple of boxes with crepe paper. On the platform place three large cylinders to represent soup cans. The way to make these is to get the lids of small cheese boxes or peach baskets for the top and bottom and then nail a few strips of wood between the ends to make the proper height. Cover these with crepe paper, as like the small cans as possible. Letter each can like illustration. In the center of the front, put a soup tureen, a soup plate, a bowl of crackers and a silver spoon on a white cloth. Then on the sides of the front of the window, place pyramids of soup cans in threes. Next, from the rear corners to the napkin, place tomato cans covered with crepe paper—first four, then three, and so on, with the pyramids of small cans on top of the tomato cans. Finish up your display with a neat sign card, stating kinds and prices of soup in the sale.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter offee Mill which cost $17; will sell r $9. This mill was only in use ten eks. Am now using an electric mill. so one Switzer Cheese Cutter, which st $4; will sell for $2, as we are ing a U. S. Slicer. This was also in e only ten weeks. Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

—

Offer No. 10.

We have on hand the following. ould like to dispose of same:—
5½ cases of Hummel Coffee Essence, in good order; will sell for $2 a oss, 2 cases to a gross.
J. B. Losey,
Somerville, N. J.

—

Offer No. 13.

I have a modern iceless soda foun- in with pumps, a 10-foot outfit; solid arble; has only been in use three onths. Cost us $1,200; will sell for 50 cash, f. o. b. Waynesboro. Every- ing as good as new.
Standard Grocery Co.,
215 W. Main St., Waynesboro, Pa.

—

Offer No. 17.

I have almost a case, about 3½ dozen, Mother's Cleanser; also about 20 ackages of Quaker Cracked Wheat on and, in first-class shape and new. Mother's Cleanser was $3.25 a case, 4 oz., less 4 per cent., $3.12. Cracked Wheat, $2.45, two dozen. Make offer.
Godfrey Quebel,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

—

Offer No. 19.

We have for sale or exchange, equal alue: One Electric Sign, glass sides, bout 3 x 4 ft., wired with electric mps, suitable for grocery and delica- essen; will sell for $10. Also 4 two- anch combination gas and electric andeliers; cost $7.50 each; will sell 4 or $12. And 1 large 4-burner gas lamp, ith extra glass globe, for either inside r outside lighting; cost $12; will sell or $7.50. A. J. Patterson,
S. W. corner Fifty-sixth and Chris- tian Sts., Philadelphia, Pa.

—

Offer No. 21.

I have a fine, handsome C. V. Hill efrigerator, used only a year and a alf. Have discontinued meats and herefore have no use for it. Box ab- olutely up to date, 6 x 7 x 10 feet high, ith four compartments, holding fresh eats, smoked meats, butter, cheese, etc. ost me $350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.
H. M. Gingrich,
Lebanon, Pa.

—

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of gro- ceries. This car has a genuine 5 x 5 Continental motor, that will develop 60- horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

—

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.
John Altman & Co.,
Creighton, Pa.

—

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank. W. E. Roberts,
Freemansburg, Pa.

—

Offer No. 30.

I have on hand about 50 dozen Econ- omy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y. W. L. Benedict,
21 East Pearl St., Wellsville, N. Y.

—

Offer No. 31.

I have a large delicatessen refrigera- tor, Standard make, which I wish to sell for $50; cost $100. Good condition.
Benj. Gebhard,
111 W. Duval St., Germantown, Pa.

—

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good con- dition; will sacrifice for $35.

Also a brand new cheese cutter, never been used, for $2.25.
Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

—

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?
A. B. Crawford,
Freehold, N. J.

—

Offer No. 39.

One 220 Account McCaskey Account- ing System, costing $145; used only six months. Can be made to hold 420 ac- counts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.
Mullison Grocery Co.,
Wilkes-Barre, Pa.

—

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.
P. L. Glase, Son & Co.,
Oley, Pa.

—

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?
Atco Stores Co.,
Atco, Bartow County, Ga.

—

Offer No. 43.

I have one No. 125 Enterprise Rotary Beef Shaver that I would sell for $7.50, as I have no use for it.
L. F. Harper,
Richlandtown, Pa.

—

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.
P. B. Steininger,
Lewisburg, Pa.

—

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for $2.75 per box, f. o. b. Atlantic City, N. J.
L. A. Bacon,
1301 Baltic Ave., Atlantic City, N. J.

—

Offer No. 46.

I have for sale one Flat Top Office Desk, color dark oak (size 36 inch and 50), 7 drawers, which I have no use for and will sell for $7 cash, f. o. b. Donald- son.
L. T. Jones,
Donaldson, Pa.

—

Offer No. 49.

Three boxes, 25 pounds, 60-70 Cali- fornia Prunes, in good condition, at 4 cents per pound (1913 crop).
John S. Lee, Elkton, Md.

—

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condi- tion; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10- cent size, good condition; will sell cheap. Peter C. Housman,
Milford, Del.

—

Offer No. 51.

I have for sale 200 pounds Netted Rock King cantaloupe seed. Would sell all to one customer or in small quanti- ties. This year's growth.
J. C. Sullivan & Co.,
Box 183. Bridgeville, Del.

Offer No. 52.

I offer four Buckeye Paper Balers, practically new. Cost $12 each. What will you bid?
H. D. Hubbs,
West Chester, Pa.

—

Offer No. 53.

One Oliver Visible Typewriter, com- plete with case and tools; as good as new, not a rebuilt machine. Price $30, and if too high, offer what you would give. Cheap at price quoted.
H. F. Snader & Co.,
Adamstown, Pa.

—

Offer No. 54.

I have about 700 pounds Georgia Pecans, three different sizes, 12½, 16 and 22 cents per pound, f. o. b. States- boro, Ga. Also fine Georgia cane syrup, in gallon jugs and quart bottles, 40 cents per gallon, f. o. b. Statesboro. Will sell or exchange for a staple.
H. Clark, Statesboro, Ga.

—

Offer No. 55.

Electric Coffee Mill for sale or ex- change, 500 volts direct current. Per- fect condition, low price.
P. J. Leary,
Conshohocken, Pa.

—

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.
John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

—

Offer No. 57.

I have for sale a double McCaskey Account Register, 440 accounts, ar- ranged to increase to 800 accounts; cost $240, will sell for $175 cash. Only used six months. Reason for selling, started cash business.
Robison's Table Supply Store.
Sharon, Pa.

—

Offer No. 58.

Scarcity of milk compels me to get rid of Mother's Oats in case lots. Posi- tive 1914 crop. Will sell or exchange on something staple.

Large "aluminum," $4.20; small, 18s, $1.35.
Jos. M. Peters,
Parryville, Pa.

—

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.
N. W. Bennett,
549 Fifth Avenue, Troy, N. Y.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be dis- continued? We desire to keep the de- partment as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

PATENTS
and Trade-marks procured promptly
—and properly in all countries—
Davis & Davis, Washington, D. C.

CCXCV.—Important to Everybody Who Sells Products Made, Produced or Packed by Somebody Else.

Every business man who sells products that he does not make, prepare or pack, would do very well to adopt a rule for himself and his employees never to give when he sells such products any *express* guarantees with them. Express guarantees are positive, specific statements, made when a thing is sold, that it is such and such—that it is all wool, that it is a certain grade of steel, that it is a certain strength drug, that it is such a grade of canned peas, or salmon or what not. The point in a nutshell is that when a merchant gives no express guarantee with goods that he does not make or pack, the law will not hold him responsible if anything goes wrong. That is on the ground that as he was not the producer, he had no way of knowing what the goods were—especially if they were sealed in a package—and therefore it was not his fault, but the packer's, if anything went wrong.

On the other hand, if the merchant has been foolish enough to give an express guarantee with the product, he will be held liable if the goods prove wrong in any way, on the theory that he made the liability his own by his own personal express guarantee. Therefore he must stand by it.

I know a business concern selling both wholesale and retail that has adopted a very intelligent formula both for its clerks and its salesmen. When something packed, or produced by somebody else—package goods mostly—is about to be sold, and the customer asks questions about it, the clerk or the salesman will say something like this: "Of course we didn't actually pack (or make) this ourselves, but it was packed (or made) by one of the best houses in the United States, and they tell us that it is so and so." No matter what happened, a retailer or wholesaler, selling the product of somebody else in this way, could never be held liable if the goods proved not to be as represented.

There are two ways in which this question can arise, and it is arising in the courts every day.

1.—When goods are sold as of a certain quality, or strength, or character, and fall short of it, and

2.—When they go bad and hurt somebody.

In both cases the buyer will at once start to hunt somebody to sue, and it becomes a vital question whether the manufacturer is responsible, or whether the man making the sale is.

A suit that comes under the first class has just been decided by the highest court of New York State. A woman was sued by Bonwit, Teller & Co., dry goods dealers, for $129. She had bought a suit and a waist of them, the suit at $125 and the waist at $4. The saleswoman had said of the suit that " it is a perfect one and will wear as well as any garment made up for the money." Of the waist nothing had been said.

The suit developed a "pull in the cloth," and the waist washed badly and the color ran. The woman refused to pay for any of the stuff and in the two lower courts she won. But in the highest court she lost. The court said just what I say—that the woman had no case unless she could show that Bonwit, Teller & Co. had given an *express* guarantee of the suit and the waist, neither of which were made by them. The woman argued that the saleswoman's statement which I have reproduced above, was an express guarantee, but the court said it was not. The result was that Bonwit, Teller & Co. collected in full for merchandise, which if their customer told the truth, was not at all equal to the representations made of it.

Suppose the following ordinary and quite usual conversation had preceded this sale:—

> Customer.—I've noticed sometimes that this kind of cloth pulls and gets stringy. If I thought this would do that, I wouldn't have it.
>
> Saleswoman.—Oh, no, madam, this cloth will never do that, I assure you. We guarantee it.
>
> Customer.—Now, here's another thing about this waist. Sometimes this material washes very badly. What about this?
>
> Saleswoman.—I assure you this will wash beautifully. There is no question about it?

The woman buys the clothes, and subsequently they go wrong in the manner described. She could reject them and Bonwit, Teller & Co. could sue her forever, but they would never get their money. They would then have given an express guarantee which had not been fulfilled.

No matter how reliable a manufacturer is, or how implicitly you believe him, be very cautious about giving the kind of guarantees that nobody can safely give except the maker. Repeat the maker's statements, and say "he tells us" so and so.

Take the other class of cases, where the goods are bad in some way and do harm. If they are bulk goods, the seller is almost always held responsible, for the law considers that the goods were open and he could know whether they were all right. If they were package goods, he is not liable for any harm they do unless he has given his own express guarantee, as I have explained.

In a New York case a can of goods sold by a grocer poisoned the buyer's family, and they sued the dealer. The court held that he was not liable, for he could not possibly know anything about the contents of a sealed can, packed by somebody else, and he had given no ex press guarantee.

In a Pennsylvania case a can molasses exploded in the buy face. She too sued the grocer, the decision was the same, viz., dealer could not know and had given an express guarantee.

In another New York case a of stove polish exploded, and ag the retailer was sued for damag The court followed the other d sions and dismissed the case.

In a New Jersey case a wor was poisoned by some dried b which contained a chemical used packing. She sued the retailer lost, the court holding that should have sued the packer.

In a Wisconsin case a cake toilet soap had a needle hidden it, which hurt the buyer's ha Here the victim sued both dea and maker, but lost out at b ends. There the court said thing was a pure accident and body was responsible. That case therefore different from the othe

Products you make, produce, pack you know all about, and w you guarantee them you are mer maintaining your own burd When you guarantee another m goods you are maintaining a b den that should be borne by alone.

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—

Question: * * *, Philadelphia One of the provisions of the r war tax law is as follows:—

> Contracts: Broker's note memorandum of sale of any goo or merchandise, stocks, bonds, e change, notes of hand, real esta or property of any kind or descri tion, issued by brokers or perso acting as such, for each note memorandum of sale, not otherwi provided for in this act, 10 cents.

Many merchandise brokers w when they sell goods for a princi usually give some kind of a m orandum with it, are refusing provide the 10-cent stamp tax, the ground that the attorneys of National Canned Foods and Dr Fruit Brokers' Association h advised them they do not have The attorneys in question are cated in Bel Air, Md., and th opinion is as follows:—

> You have asked for an opinio with reference to the provisions the Act of Congress approved O tober 22, 1914 being "An act to i crease internal revenue and f other purposes," so far as the sam applies to and affects the busine of merchandise brokers.
>
> In reply would state as follow
>
> No. 1.
>
> By the fourth paragraph of Se tion 3 of the act, it is provided follows:—

"Commercial brokers shall pay $20. Every person, firm or company whose business it is as a broker to negotiate sales or purchases of goods, wares, produce or merchandise, or to negotiate freights and other business for the owners of vessels or for the shippers or consignors or consignees of freight carried by vessels, shall be regarded as a commercial broker under this act."

This means, of course, that merchandise brokers, such as constitute the membership of your association, must pay the $20 fee required under this section of the law.

Some doubt has arisen, however, with reference to liability for the payment of this fee in cases where the same firm maintains several offices or branches.

The meaning of this section of the law is that the fee of $20 must be paid for each place of business at which the business specified is actually carried on. If, however, there is only one central place at which all the business is conducted, that is, to which all the orders are sent and all accounts are kept, then but one payment of fee is required.

No. 2.

It is provided by the tenth paragraph of Schedule A of the act, as follows:—

"Contracts: Broker's note or memorandum of sale of any goods or merchandise, stocks, bonds, exchange, notes of hand, real estate or property of any kind or description, issued by brokers or persons acting as such, for each note or memorandum of sale, not otherwise provided for in this act, 10 cents."

On October 22, 1914, Treasury Decision No. 2,088 was issued construing this paragraph of the law, and stating as follows:—

"It will be noted that the law does not define the instrument taxed as a broker's note or memorandum, and so far as this office has been able to learn there is no definite instrument generally or commercially known as a 'broker's note or memorandum.'

"This office is therefore compelled to arrive at the meaning of Congress from extrinsic sources.

"In paragraph 1 of Schedule A it is provided that on the sale and delivery of stocks assigned in blank, the seller (usually a broker) must deliver to the buyer a bill or memorandum of such sale to which the stamps covering the transfer tax shall be affixed. Again, in paragraph 2, relating to goods sold on an exchange, it is provided that the seller (a broker) must make and deliver to the buyer a bill, memorandum or other evidence of such sale, to which the stamp, representing the tax on such sale (if made for future delivery) must be affixed.

"The paragraph under consideration taxes broker's notes or memoranda 'not otherwise provided for in this act,' and the two instances noted are, the only ones in which anything to which the term 'broker's note or memorandum' could be applied, and it is believed that the term covers instruments of the same character as those more specifically described in the paragraph named.

"It is, therefore, held that a 'broker's note or memorandum' within the meaning of the act is any instrument or writing given by the seller, when a broker, or person acting as such, to the buyer of any goods or merchandise, stocks, bonds, exchange, note of hand, real estate or property of any kind or description, evidencing or confirming the sale.

"Except in the case of stocks sold and assigned in blank, and merchandise sold on an exchange, there is no requirement in the law that such a note or memorandum be given to the buyer, but if given it must bear the 10-cent stamp, unless stamped at the appropriate rate covering sales of stock or merchandise.

"It will be noted that it is the note or memorandum given to the buyer and not to the person for whom the broker is acting in making the sale, which requires the stamp.

Respectfully,
W. H. Osborn."

This same section, which was a part of the act of Congress of June 13, 1898, was the subject of Treasury Decision No. 191, issued July 31, 1900, in which the following language appears:—

"The essential requirements of this clause are (1) The note or memorandum of sale to be stamped thereunder must be issued by a broker or a person acting as such. No memoranda of any other class of persons are taxable under this clause.

"(2) All notes or memoranda of sales of shares of stock, and all memoranda of sales of merchandise at any exchange, or board of trade, or other similar place, are not taxable under this clause, being otherwise provided for. viz., in paragraphs 1 and 2 of Schedule A.

"(3) The note or memorandum must constitute a broker's contract of sale, either executed or executory, issued to a purchaser, and no mere advice or order for delivery of goods not delivered to the purchaser, nor statement of account, can be construed as a contract of sale.

"(4) The issue of the broker's note or memorandum of sale, as above defined, is not compulsory under this clause, but if it is issued it requires a 10-cent stamp, regardless of the amount involved in the sale.

"Under clause 1 and 2, herein referred to, the issue of some instrument evidencing the fact is compulsory, and the stamp tax is graduated according to the amount of the sale.

Respectfully,
G. W. Wilson,
Commissioner."

No. 3.

From these Treasury decisions it appears, therefore, as follows:—

1. Merchandise brokers are not required to issue any note or memorandum of sale covering their transactions.

2. The ordinary sales memorandum between buyer and seller is not subject to the stamp act.

3. No letter of advice to either party, that is to say, buyer or seller, with reference to the sale made, or any statement of account accompanying the same, constitute a contract or contracts of sale as contemplated by the act.

4. No order for the delivery of goods is subject to the stamp tax unless the same is delivered to the purchaser and thereby the broker has made himself responsible for such delivery.

5. The only case in which any such contracts are taxable is where the sale note or memorandum is such as to bind the broker to the performance of the contract thereby evidenced; that is to say, it must be one for the performance of which the broker is liable, before the stamp mentioned in the act is required.

The test as to taxability is whether by the memorandum the broker himself is made responsible for the performance of the contract.

In sales of consigned merchandise, where the broker acts as sales agent only and so signs the sale note, memorandum or order for the goods sold, no stamp is required. We think with this information before them, it will not be difficult for all brokers to determine in each individual instance when the stamp must be attached to the contract.

Will you please read the above and give your opinion upon it?

Answer.—I have considered this provision of the war tax law rather carefully and have also had some correspondence on it with the Department in Washington. I do not agree with this opinion at all, and I believe that it carries its refutation on its face.

Of course no merchandise broker, when he makes a sale, needs to give a memorandum if he doesn't want to. He can give nothing, and can send the order to his principal, who may then send his own memorandum or contract, as the seller, to the buyer. This kind of a memorandum, being from seller to buyer, and not being given by a broker, is not taxable. The above opinion, Conclusion 2, admits that.

But if the broker does give any note or memorandum of sale, even though he does it by merely signing something which the buyer gives him to sign, then whatever he gives as evidence of that sale I believe is taxable.

I quarrel decidedly with the view that only such sales as a broker might make *which would make him personally liable* (see Conclusion 4) are taxable as to the memorandum given therein. No sales a broker can make *as a broker* make him personally liable. If he becomes personably liable he is not a broker but a seller. The above opinion comes to this, therefore, that the tax is only on sales which a broker makes not as a broker but as a seller, although it admits in Con-

Knowledge and Sales

THE salesmen with the best records are invariably those who are thoroughly familiar with every detail of the goods they sell. In other words, they *know their goods.*

Every grocer's clerk can become invaluable to his employer through his knowledge of the goods on the shelves, and this knowledge can be gained by a study of N. B. C. advertising.

It's easier to sell advertised goods. A favorable opinion has already been created by the advertising.

Such easy-to-sell goods are the various products of the National Biscuit Company. Their superior quality is widely recognized. To offer N. B. C. products is to sell them; less argument is necessary, for people know them to be dependable.

NATIONAL BISCUIT COMPANY

clusion 2 that memoranda directly between a seller and a buyer are not taxable. If this is not an absolute inconsistency I cannot see it.

—

Question: Huey & Mathews, Pittsburg, Pa.—Would like you to define a few points on the new weights law, which soon go into effect, on the marking of packages.

First, a customer leaves an order to be delivered an hour after customer has left. We start and put order up. Quite a few of the items we have to weigh or measure to fill same. Is it necessary to stamp weight or measure on these items?

Second, in a nutshell, does the law mean that all packages not actually weighed or measured before the customer's very eyes have to have the stamp of weight or measure thereon? For instance a customer comes in and says, "Put me up 10 pounds of sugar; am going to the butcher's and will call for in about ten minutes." You have it ready when customer comes back. Is it necessary to stamp weight on package?

Answer.—In neither of these cases does the package have to be stamped with weight or measure. In my judgment both are bulk goods under the law, and my understanding is that the State Department now agrees with this view, though it did not agree with it at first.

—

Question: J. M. Peters, Parryville, Pa.—A comes to B and says, "I want a thousand dollars." B says, "I have not so much on hand, but I'll get it from C and as soon as I have enough I'll pay C back and you can pay me."

B takes a judgment exemption note and gives it to C, endorsed by B. At the first payment A does not turn up so B makes payment with interest to C. B now gets first mortgage for $1,000 on A's property and puts it on record. For two more payments A flinches and B again makes good to C.

B is now getting tired of this and rakes A over the coals. A says, "Here B is a judgment exemption note for $1,000 and one for $100 which B had given him since the original $1,000 loan. As the other payments came due C did not say anything to B, so it was more or less forgotten.

A little later on A makes a second loan of $1,000 from D and they pay off C and lift that judgment exemption note. That leaves B in possession of a first mortgage for $1,000, a note for $1,000 and one for $100.

D takes mortgage from A for $1,000 and when he goes to put it on record he finds B also has one ahead of him. D now sends B notice to cancel his mortgage, but B sends him word to first pay $100 due B. This D is not going to do and is going to contest through the court. Now, how must B go about it to get his $100? Could B, if he was dishonest, collect full amount of mortgage?

Answer.—This query came in to me after a particularly trying day in court and it very nearly broke my back. However, after reading it several times some of its tangles straightened themselves out. I assume that B has been paid everything but his $100. He has a right to hold all the security he has for this until it is paid, but of course he cannot collect more than his $100. Evidently the mortgage was recorded first and it is therefore his best security.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Interesting English Grocery Prices a Century Ago.

To show that for many staple articles the housewife pays far less than did the housewife of a hundred years ago, a comparison of present day prices in England with those of 1814-15 is given by the "Co-operative News":—

	1814-15.	1914-15.
Tea, per lb.	$1 70	$0 50
Coffee, per lb.	70	30
Cocoa, per lb.	1 00	25
Cloves, per lb.	2 75	25
Mace, per lb.	7 00	65
Nutmegs, per lb. ..	4 50	16
Cinnamon, per lb.,	3 75	50
Pepper, per lb. ...	1 20	27
Sugar, per cwt.....	42 50	7 00
Currants, per cwt. .	27 50	7 00
Raisins, per cwt. ..	27 50	12 50
Prunes, per cwt....	40 00	14 00
Figs, per cwt.	27 50	15 00
Tapioca, per cwt...	14 00	5 50
Rice, best, per cwt.,	20 00	6 25
Ginger, per cwt. ..	70 00	17 50

Pennsylvania News Items.

Lancaster will hold a food show at the Auditorium commencing February 1st and continuing until February 6th, inclusive. The show will be held under the direction of the Chamber of Commerce and the Ad. Men's Club. Applications for space should be made to Charles Newbold, secretary, Lancaster, Pa.

The Science of Retail Advertising

This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent in for this department should be addressed to the Editor of Science of Advertising. They will be filed in their order and taken up in strict rotation.

I have from Chas. Pomerantz, delicatessen dealer at 5424 Chester avenue, Philadelphia, a couple of circulars which he recently used. I remember Pomerantz advertising of old—it always had some punch to it. So does this, and it chiefly gets it from the fact that he uses his picture in it, taken in a friendly and good-humored pose. Mr. Pomerantz writes: "I am inclosing you my last two circulars. What do you think of them? I have advertised all shapes and ways, and the inclosed two I like best of all and intend to continue using the pictures, as I run three stores and don't know my customers. I find this method a good one to give t stores some of my own personality."

* * *

The circulars Mr. Pomerantz sen are small affairs, measuring 7½ incl long by 5 wide and having four pag Both of them are a little too close price lists to suit me, and here I thi Mr. Pomerantz has made a mistake. has used the personality idea clever but hasn't carried to its full conclusi I reproduce one of the circulars belo showing the two inside pages. This all there is to the circular, except t first page, which reads: "If You Wou Like to Know," which connects with t wording on the second page:—

HOW—

POMERANTZ
The Delicatessen Man

Keeps Healthy and Smiling

Buy Some of His
"Good Eats"

Expert authorities say he has the finest Delicatessen Stores in West Philadelphia, selling anything and everything that is good to eat

ARE YOU HUNGRY?

Boiled Tongue,	65c lb.
Chicken Roll,	50c lb.
Roquefort Cheese,	60c lb.
Smoked Salmon,	40c lb.
Tasty Pretzels,	15c lb.
Cooked Spaghetti,	15c lb.
Sweet Mangoes,	6c each
Fancy Comb-Honey,	28c each
Peeled Peaches,	25c lb.
Salted Almonds,	$1.00 lb.
Chicken Salad,	$1.00 lb.
Devilled Crabs,	2 for 25c
Home Boiled Ham,	45c lb.
Mayonnaise Dressing,	25c jar
Soused Pigs' Feet,	15c lb.
Pickled Tripe,	12c lb.
Lemon Butter,	25c glass
Calfs-foot Jelly,	35c jar
Potato Salad,	12c lb.
Bassett's Sharp Cheese,	
Devilled Lobsters,	15c each

Crane's Pastry on Sale.

POMERANTZ DELICATESSEN
121 South 46th Street
(next to Cor Sansom)
Bell Phone, Preston 4854

What I mean by not taking full advantage of the personality idea is this: Mr. Pomerantz offers himself as his best advertisement, and he looks it. Instead of merely printing a price list, I think he should have quoted fewer things and talked about them in a friendly, intimate way, speaking in the first person. I have no doubt he can find a good strong point to make for everything he quotes, as delicatessen stuff is always easy to advertise—there is so much more to say about it th for many of the ordinary staples.

* * *

In the other circular the first pa reads: "The Best Advertisement Pomerantz Good Eats Is Pomera Himself. Doesn't He Look It?" F lowing this there is the same price l with an exception in the case of cid which shows that Mr. Pomerantz c do it when he wants to. Here is cider advertisement:—

Cider Golden Russet. The most delicious Cider that we kno of. Of a beautiful golden color, due to the Cider havi been made from ripe sound apples. - - **30c a gallo**

Phone us to send you a gallon—it's worth all it costs.

—

Enclosed please find check for $3 for one year's subscription to the "Modern Merchant and Grocery World." As I am in business again I do not feel as though can get along without your pape —F. K. Sutton, New Milfor Pa.

Modern Merchant
AND
Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

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DAVID EZEKIEL,
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President Connolly of National Retail Grocers' Association Addresses Philadelphia Retail Grocers' Association

Tells What Organization Has Accomplished in Other Places. Accuses Farmer of Holding Up Food Prices. Goes to Washington To-day to Favor Stevens' Bill.

[On his way to Washington, D. C., to speak in favor of the Stevens' Bill now pending in Congress, President Connolly stopped off in Philadelphia and addressed the local association last Monday night. There was a large audience present and refreshments followed the address. Following is a summary of the speech.]

The National Retail Grocers' Association now has thirty-two States affiliated with it; the last to be affiliated with us was New Jersey, and eventually we hope to have every State in the Union.

We are arranging a great National convention to be held during the Panama Exposition, the week of May 10th, where will be heard English-speaking grocers from all over the world. Already we have assurances of delegates from Canada, New South Wales, New Zealand, Hawaii, Mexico, Alaska and Britain.

In San Francisco some time ago the retail grocers realized that 60 per cent. of their goods were being sold at a loss, because they failed to add the cost of doing business, which is about 17 per cent., to their price. They felt that it was unfair to sell flour, butter, condensed milk, sugar, etc., at 6 per cent. over the first cost to them and then try to make up the cost of doing business on tea and other commodities. The first thing they tackled was flour, which they had been selling at 5 per cent. They said to the millers (with whom they deal direct instead of through jobbers) "the laborer is worthy of his hire." We want you to guarantee us our wages by dictating the price at which your flour must be sold instead of the grocer across the street setting the price. The first miller refused because he could not afford to offend the department cut-price store and other large cut-price stores. We took our business where our terms were accepted, and now instead of getting 5 per cent. over cost we get 25 per cent. The miller who at first refused finally came across and sought our business after being stung by several of the big cut-price stores failing in business.

Mr. Connolly spoke strongly against the injustice of the favoritism shown to farmers in legislation. He referred to the Clayton bill, to the Workmen's Compensation Act and the Women's Eight-Hour law, all of which eliminate the farmers from their provisions. He said that this was due to the farmer's great strength politically.

In California the raisin growers, who control 90 per cent. of the crop of the world, were allowed to meet, even in the churches, and pass resolutions raising the price to 5 cents a pound in the sweat box. By the time they pass through the seeding process, are packed in cartons, distributed through the jobber and then through the retailer they have to be sold at 10 cents a package. Then because they have a great surplus crop the retail merchant must assist them to get rid of it by holding Raisin Day.

The same condition exists with wheat. It is the farmer or grower who is holding his crop up, not even taking offers of $1.36 and $1.38 when he used to be glad to get $1, simply because the President and the Department of Agriculture have told him to hold his wheat and other crops for higher prices when the European war first broke out.

To-morrow I will be in Washington where there is to be a hearing on the Stevens' bill, which makes price maintenance legal for any manufacturer who chooses to fix his selling price. Our association is on record as being in favor of this measure, as we consider the manufacturer is in the best position to set the price on his goods to the consumer, as he knows his cost of doing business, the jobber's cost and the retailer's.

At a meeting in Jersey City last week some one said to me, "We want you to tell us how we can eliminate the chain stores." I said that the Stevens' bill, if passed, would do this, as the cut-price store could not exist if the manufacturer could dictate the retail selling price of his products.

New York Committee Makes Savage Attack on Package Goods

Tells New York Public That Packages Are More Responsible for High Prices Than Anything Else. Take Long List and Contrasts Package and Bulk Prices.

In New York City there is a body called the Mayor's Food Committee, which was appointed several months ago by the New York Mayor to devise ways and means of reducing the high cost of food products. The various plans and recommendations of this committee have been reported in the New York letter.

During the past week this committee, through printed statements circulated among New York consumers, and also through the newspapers, have made a remarkable attack on package goods as a class, taking the position that they more than anything else are responsible for the high cost of food products. The committee's argument is reproduced below:—

This is one way to cut down the cost of living; one way to live just as well for less money. Study the question for yourself and pass these pointers on to your neighbors.

Have you ever stopped to figure out how much more you would get for your money if you bought certain articles of food by the pound instead of by the package?

Food that is wrapped and sold in attractive looking packages must of necessity cost more than the same fod sold in bulk, which means sold by the pound. In the first place, the box or jar containing the food costs money. The wax paper used costs money. The wrapper costs money. The printing on the wrapper costs money. And it also costs money to fill the packages and seal them. It follows, therefore, that you cannot possibly get as much food for your money when so large a part of your money has to pay for the box, wrapper, printing, etc.

There are several reasons why so many foods are put up in packages. First: The package looks pretty, appeals to the eye and makes the food seem more appetizing. Second: Most of the packages are air tight and dust proof, and for sanitary reasons a great many people prefer food that is done up in packages. As a matter of fact, it is possible for your grocer to keep on hand, in bulk, exactly the same foods as the packages contain, and it is also possible for him to keep them in bulk in a perfectly sanitary manner, so that dust and dirt cannot reach them.

We have looked into the matter of the relative cost of certain articles bought in packages as compared with the same things bought loose or in bulk. The articles referred to were purchased by our own investigator, the quality was compared, and the articles weighed and measured in our own office. The following will give you some idea of the result of our investigation:—

Rolled White Oats.—A package that contains 1½ pounds costs 10 cents. You can buy exactly the same article loose for 5 cents a pound. If you buy 3 pounds at a time, the 3 pounds will cost only 12 cents. In other words, for 10 cents you can get exactly twice as much loose white oats as you can get for 10 cents in the package.

Steam-cooked Cereals.—Steam-cooked cereals are not economical. Many cereal preparations, including most of those sold in packages, have been partially steam-cooked at the factory. This shortens the time required to prepare them for the table, but, on the other hand, it injures their flavor and adds to the cost a large quantity of water, for the weight of which the purchaser pays. One cup of raw oatmeal will absorb four cups of water. One cup of steam-cooked oatmeal will absorb only two cups of water. Therefore one cup of raw oatmeal, when cooked, will make twice as much as one cup of steam-cooked oatmeal when cooked.

An argument in favor of steam-cooked cereals is that they save time and fuel, but the raw cereals not only are more economical, but far more nourishing, and you can shorten the time of cooking by soaking them over night. All cereals require long, slow cooking. You can save both time and fuel therefore, by using a fireless cooker for cereals. Cook the cereal on the stove for about 15 minutes; then put in fireless cooker and let stand overnight. You will find it perfectly cooked and ready to be eaten when you get up in the morning.

Tapioca.—A package of tapioca contains 12 ounces and costs 10 cents. If you buy it loose you can get 16 ounces for 5 cents.

Vinegar.—A quart bottle of white or cider vinegar costs 10 cents. If you buy it loose you can get a full quart for 5 cents.

Tea.—In a 10-cent package of tea there are only 2½ ounces. If you buy the same quality of tea in bulk you will get 4 ounces for 10 cents.

Soda Crackers.—There are 8 ounces of soda crackers in a package that costs 5 cents. You can get 7 ounces of loose soda crackers for 5 cents.

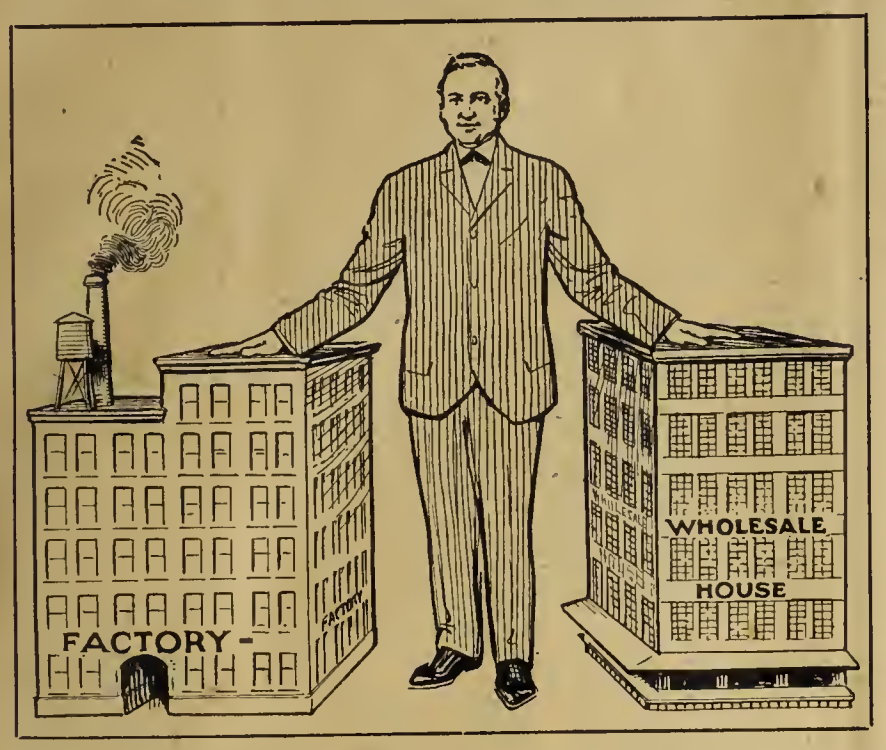
Graham Crackers.—In a 10-cent package there are 33 crackers. If you buy 10 cents' worth of bulk crackers you will get 48 crackers of the same size.

Ginger Snaps.—In a 5-cent package of ginger snaps you will get 4 ounces. The same amount of money spent for loose ginger snaps will give you 8 ounces.

Bacon.—In a 20-cent jar of bacon there are 9 thin slices, weighing 2 ounces. The same amount of money spent for bacon in bulk will give you 19 thicker slices, weighing 12 ounces.

Shredded Codfish.—A package containing 5 ounces costs 10 cents.

Until You Can Do This—Have a hand in the manufacture and wholesaling of the goods you handle—you will never get yours.



If every manufacturer would sell you direct, at the wholesale price, wouldn't you be foolish to pay the wholesaler's profit? You will be just as foolish if you don't fill in and send us the coupon at the bottom of this page, so we can tell you how to get the wholesaler's profit.

If every manufacturer was willing to share his profits with you, wouldn't you be foolish if, instead of taking advantage of it, you kept on working from 12 to 17 hours a day for the same salary that one of these manufacturers pays his head clerk? You will be just as foolish if you don't fill in the coupon and send it to us, and find out how you can share the manufacturer's profits.

No Grocer Ever Makes Real Money UNTIL

He becomes a manufacturer, and a wholesaler. Practically every grocer makes real money after he has become a manufacturer and a wholesaler.

Every grocer who isn't a manufacturer and a wholesaler can become one just as easily as the grocers who are manufacturers and wholesalers. Fill in the coupon and send it to us, and we will show you how.

THE UNITED GROCERS' CORPORATION
TOLEDO, OHIO

—————————————COUPON—————————————

UNITED GROCERS' CORPORATION
TOLEDO, OHIO

Please tell me how I can buy all the goods I need direct and share in the manufacturer's profit.

DATE.....

NAME.....

ADDRESS.....

The same amount of money will buy you 10 ounces if you buy it loose.

Macaroni.—A package contin- 12½ ounces costs 10 cents. If you buy it loose you can get 17 ounces for 10 cents.

Starch.—A 5-cent package of starch contains 13 ounces. If you buy it loose you get 16 ounces for 5 cents.

Peaches.—A can of peaches of fair quality costs 18 cents and contains very few peaches. A pound of evaporated peaches costs 12 cents and contains at least three times as many peaches. If properly cooked, evaporated peaches are just as good as, if not better, than the canned peaches and, in addition, you get a great deal more for your money.

Apricots.—A can of apricots of fair quality costs 19 cents and contains very few apricots. A pound of evaporated apricots costs 16 cents and contains at least three times as many apricots. When properly cooked the dried apricots are much more delicious than the canned fruit and, in addition, you get a great deal more for the money you spend.

Peas.—A can of peas costs anywhere from 10 cents to 18 cents, according to quality, and contains 2 cups of peas. A pound of dried peas costs 7 cents and contains 2 cups of peas when dried, or 4 cans when soaked. The dried peas can be used in place of canned peas for creamed soups and purees, and one cup of the dried peas, costing 3½ cents, will go as far as 2 cups of the canned peas, costing from 10 to 18 cents. The directions for making these creamed soups and purees you will find in the pamphlet issued by us in Novemher, 1914, entitled "Substitutes for Meat."

Beans.—Canned baked beans cost from 10 to 15 cents, according to the size of the can. A 15-cent can of beans would be sufficient for about 4 people. A pound of dried beans costs 10 cents. This would make a dish of baked beans sufficient for 8 people, so that 15 cents spent for dried beans, salt pork, etc., would furnish you with a meal for 8 people, as against a 15-cent can of baked beans, which would be sufficient for only 4 people.

Lima Beans.—A can of lima beans costs 15 cents and contains 2 cups of lima beans. A pound of dried lima beans costs 10 cents and contains 2 cups of lima beans when dried, or 4 cups when soaked. The dried lima beans can be used for creamed soups and purees in place of the canned lima beans, and the same saving will result as in the case of dried peas as against canned peas.

Why should you buy things in packages when you can get almost twice as much of the same article for the same amount of money if you buy it in bulk?

It will pay you to break yourself of the package habit. There are many foods sold now in packages only that your grocer will be glad to carry in bulk as soon as he knows that you and his other customers want them.

The manufacturer, the wholesale dealer and the retail dealer keep on the watch all the time to find out what the public wants. Of late years the public has seemed to want food in attractive packages at a high cost. As soon as people learn that by demanding it they can get exactly the same food in bulk, kept in a perfectly sanitary manner, for about one-half to two-thirds the cost of package food, the manufacturer, the wholesaler and the retailer will meet the demand.

Look Out for This Starch Scheme

The "Challenge Starch Company," Its New York Selling Agents and Its Roller Skate Scheme All Look Quite Suspicious. Dealer Who Went in on It Cannot Even Get Answers to His Letters.

Here is another scheme which is being offered to retail grocers in the East which looks very fishy:—

To the Editor.

Dear Sir:—I herewith inclose you a circular which explains itself. I had a boy comply with the conditions and forwarded a list as they requested. By return mail they sent a letter to the boy and also to me acknowledging receipt of same, and stated in my letter that in a few days I would receive the skates and asked me to display them for a week in my store, so as to induce others to sell starch and also get a pair. After waiting about two weeks and not receiving them, I wrote to them and they replied that the factory had some trouble, but would be able to forward them in about two weeks.

At the expiration of that time, and not having received them, I again wrote, but received no reply. I then asked the jobber from whom I bought the starch to write to them, which he did, and his letter was also ignored.

I have since written to them, but I can get no reply.

If this firm is responsible, as I understand they are, is there anything that can be done to compel them to come up to their agreement?

Yours truly,
H. E. Godshalk.

The scheme referred to was worked through the circular of which the following is a photographic copy:—

The "Challenge Starch Co." does not appear in the mercantile rating books as in New York, and of course it has no rating there. Nor is there any such concern as "George W. Baylis & Co., 171 Duane street, New York," selling agents, listed or rated. There is a "Baylis & Co., bankers and brokers"—this may be an old trick—mentioned and rated at $400,000 to $500,000, but obviously they are not the selling agents for the Challenge Starch Co. and its roller skate scheme. Sometimes a crook who knows he will be looked up takes a name similar to one especially well rated in the hope that somebody will confuse his name with the latter.

How War Affects Food Prices in Denmark.

A period of high prices for the necessary articles consumed in the homes has become noticeable throughout Denmark. Reports from all parts of the Kingdom indicate that the critical situation in Europe has made itself apparent by a general advance in food products, and the supply of many articles is exhausted. In 51 towns no dried peas are to be obtained; in 38 towns no buckwheat can be bought; no is for sale in 36 cities, and in 27 munities the supply of prunes is hausted. Throughout Denmark are only small stocks of tea, sago, macaroni, cocoa, barley meal, brown sugars, oatmeal, dried a and edible oils. The greatest a has occurred in dried peas and eggs, while rye bread, wheat bread ley meal, oatmeal, buckwheat, prunes and lard have advanced 50 per cent. since the outbreak o An advance of 10 to 20 per ce noted for French white bread, meal, sugar, butter, oleomargarine, sene and gasoline and coal and No appreciable advance has taken in fresh beef or veal and pork. dried apples and apricots and fres are about 2 per cent. higher. B unchanged. Since the war began eral rise of about 10.3 per cen occurred in foodstuffs, coal and nating oils.

THIS OFFER NOT GOOD AFTER NOVEMBER 30, 1914.

BOYS AND GIRLS!

You can get a pair of these fine nickel plated, metal toe clamp, high heel strap, extension, ball bearing, steel ROLLER SKATES, very easily, by carrying out the suggestions given below:

Either Boys' or Girls' Pattern

These Skates retail at $2.00 a pair

1. Sell 25 ten-cent packages of CHALLENGE PREPARED STARCH to your neighbors and friends — you will find a full description of the goods on the back of this sheet. Challenge Starch never goes bad. You can therefore safely get some of your friends to buy five or six packages each.
2. Write on the back of this sheet, the names and addresses of every one to whom you sell Challenge Starch, with a statement of the number of packages sold.
3. Get the grocer to sign the statement at the bottom of the other side of this sheet.
4. Then have your grocer mail this sheet to Challenge Starch Co., 171 Duane Street, New York City, with a statement of the kind of skates you desire—whether boys' or girls', on receipt of which we will send to the address you give, a pair of skates as described and illustrated above.

CHALLENGE STARCH COMPANY,
NEW YORK, N. Y.

GEORGE W. BAYLIS & COMPANY,
SELLING AGENTS,
171 DUANE STREET, - - - - - NEW YORK, N. Y.

Look Out for the "Don Richard Co."

An Iowa City Firm of "Perfum With a Scheme That Smells A as Bad as Their Stuff. Sell fumes to Grocers and Get a Which They at Once Transf Somebody.

Beware of the "Donald-Ric Co., Perfumers, Iowa City, They have a scheme which they working on grocers and other merchants. The Donald-Ric Co. is not rated in the merca directories and its name does appear there.

The scheme is old. They country retailer's order for a sortment of perfumes in bottles is exactly like the jewelry sc except that the stuff is perfu instead of jewelry. The argu always is that the grocer might as well sell perfumery to the p who come into his store as to somebody else do it.

If the Donald-Richard Co. duce the retailer to order their they get his name to a note then promptly pass the note bank, as an "innocent third pa The bank is of course in league collects the note if it can, igno the defense which the maker may have against the perfu company.

In a recent case a retailer a branch store manager who ceeded his authority and si both an order for the Donald- ard Co.'s goods and the note, his employer's name both times amounted in every sense to gery, though the manager ha conception of the gravity of his When the retailer heard abo

wrote to the Donald-Richard repudiating the whole transac- and warning the Iowa City ern to make no use of the ed note. Back came a letter ng that "the note belongs to the now, and probably they will a way to collect it." There also an offer to let up on the ler if he would pay them some ages. This was refused and concern was warned that if it e any effort to use the note the ost penalties of the law would mposed upon them.

---

to Prevent "Quaker" ing Used as Trademark ecommended for Passage.

que Measure Introduced Last De- mber to Prevent Use of Any eligious Sect as Trademark is Re- orted Favorably to House.

ial Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
January 29, 1915.

The bill introduced by Congress- n A. Mitchell Palmer, of Penn- vania, early in December of last r prohibiting the use of the ne of a church, religious denom- tion or society as a trade-mark s reported favorably by the use Judiciary Committee yester- .

The bill is backed by the Society Friends, who are aiming at the ious Quaker brands of food and nk, chiefly Quaker whisky. Of rse Quaker oats would also be ected if the bill passed and is rth anything. HOLT.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

Registered U. S. Pat. Off.

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

The Profit in the WRIGLEY Package

¶ Nothing pays you a profit until you sell it. Wrigley's is already sold before you buy it—sold by one of the heaviest consumer advertising campaigns in in the world.

¶ Into the WRIGLEY package we put the best gum that can be made—behind each package we put a silent, consumer ad. salesman. The sales are sure, the profits certain—and that is our idea of real co-operation with our distributors—the Retail Merchants.

THE PENNSYLVANIA PLAN

is a new idea in co-operation—Pennsylvania merchants enthusiastic distributors. We are working to make a bigger demand for WRIGLEY'S in Pennsylvania than ever before. If the merchants will link their efforts more closely to our advertising—display

WRIGLEY'S SPEARMINT AND WRIGLEY'S DOUBLEMINT DOUBLE STRENGTH

where every one will see it—their increased interest added to our increased efforts should double the sale of WRIGLEY'S—and that means more than double profit to our distributors.

Each package has a United Profit-Sharing Coupon for the consumer and each box has a 5-Coupon Certificate for you, Mr. Dealer

W. Wrigley Jr. Co.
CHICAGO

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO YOUR CUSTOMERS

"WRIGLEY'S is double strength—double wrapped and sealed to preserve its freshness and flavor—and every package contains a coupon good for valuable presents."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

An Unwarranted Prediction.

President F. B. Connolly, of the National Retail Grocers' Association, made one statement in his address to the Philadelphia Retail Grocers' Association last Monday evening which we are sure he made without thought. He said that if the Stevens' bill passed Congress the chain store would disappear. The Stevens' bill is now pending in Congress. It gives the manufacturer of a proprietary product the right to fix the price at which the retailer shall sell it. Mr. Connolly's theory evidently is that if you prevent the chain store from cutting the prices of proprietary products, it will die.

We believe that this is an unwarranted prediction. Time was, perhaps, when the chain store lived upon its bargains, but that time has passed. Our observation is that the average chain store does not cut prices on proprietary brands any more than the single-store dealer. It does not cut because it buys almost all proprietary brands direct from the manufacturer, and all chain stores know that if they cut prices and disorganize a manufacturer's business, he will refuse to sell them.

Furthermore, a study of the chain-store business as conducted to-day will show that the larger chain-store systems, at least, are not dependent on the well known proprietary brands. Apparently they can sell them or sell a substitute, and if they sell a substitute they seem to sell just about as much. Take the Philadelphia chain-store systems, the most of which stopped selling Kellogg's Toasted Corn Flakes when the Kellogg Co. stopped selling them direct. In its place they all put in a totally unknown brand, which they have since sold continuously. Apparently throwing out one of the best known proprietary brands in the United States has not affected them. It must never be forgotten that the chain stores are big enough to pack and exploit their own proprietary brands.

Slow and Lazy.

The "Modern Merchant and Grocery World" has made some reference to the extreme slowness of the parcel post producers whom the Government was endeavoring to interest in selling food products to consumers by mail. Readers hereof will remember an article published recently which reported that out of several producers on the Government's parcel post list, all asked by mail for quotations on goods which they had for sale, but a mere handful had answered at all.

The date of the letter which a "Modern Merchant and Grocery World" representative sent to these parcel post people was December 16th last. There were about a dozen altogether and one of them was in Virginia. Under date of *January 20, 1915*, the Virginia live wire answers the inquiry of December 16th, as follows:—

> Huntly, Va., January 20, 1915.
>
> Dear Madam:—Your inquiry for eggs. I may now be able to supply you with fresh laid Leghorn eggs in three or six dozen lots, *delivered*, at 45 cents per dozen, in advance with order.
>
> Dresed turkeys, 23 cents per pound, delivered.
>
> Yours truly,
> W. J. Turner.

We say again that the parcel post business, so far as dealing from producer to consumer is concerned, will never amount to anything as long as the important end of the deal, the producer, is so infernally slow and lazy. Of course the retail dealer has no need to care how slow and lazy he is, and he doesn't care.

No Royal Road to Debt Collecting.

The regular reader of the trade paper occasionally sees articles by merchants, setting forth the most remarkable success in collecting slow accounts. Apropos of some of these, an experienced collection lawyer, who reads trade papers, has written the "Modern Merchant and Grocery World" as follows:—

> It is amazing to read letters in the trade papers at times from creditors explaining their method of collecting in all their bad debts. Certain systems may work in some States where laws are more favorable, or in certain communities, say, among farmers, but may be total failures in others where bluffs don't work, and the law does not favor blacklisting. Some of those merchants who write such articles may not be getting rich very fast and they are foolish to stay in business when they are such successful collectors. I could get them all the business they could attend to, and they would make a fortune in no time. You can dun some people for a lifetime and they would never pay, and others have nothing to pay with.

The final sentence of this letter is all that is needed to convince the merchant that no collection agency has or can have any miracle-working method of collecting debts. Each State has its own system of collection laws, consisting of the laws passed by the Legislature, and the cases decided under those laws. A creditor seeking to collect a debt under the system of his State can go just so far and no further, and of course the collection agency can go no further than anybody else. *Everything* that the collection agency can legally do, the creditor himself can legally do, and the creditor's lawyer, being on the spot, can do more than the agency do, for he has the *local* law be him.

What Will Become of the Retailer?

The details of a most radical revolutionary plan in connec with the distri tion of food p ucts appear in week's New Y letter. A new department of Government of the State of N York has opened headquarters New York City and will estab terminals and warehouses to w farmers and producers will sign fruit, vegetables, dairy general farm products. These be sold to consumers through r stores which the State of N York is to establish in competi with regular retailers, and if a thing spoils it will be made up some kind of manufactured pr uct through manufacturing est lishments also to be established the State of New York.

"In this way," says the Comm sioner in charge of the ventu "we believe we will be able to f nish the consumer with pure f and save him the middlema charges."

Without doubt you will what will become of the retai who must make a profit or die? goes without saying that no retai who has to meet the expenses doing business, and earn a profit make his own living, can meet competition of the State of N York—what is he to do? Is fundamental doctrine that a St should not enter ordinary comm cial business in competition with citizens to be abandoned?

We suggest that if the retail of the city of New York have a right at all to live, this is the ti to assert it.

The Harrisburg Letter.

A Summary of the Doings of the Week in the Pennsylvania Legislature. Amendment to Food Laws Offered With Other Bills Affecting Trade.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa., Jan. 20, 1915.

The bill which was introduced last session, but which failed, exempting corporations which pay a tax on their capital stock from paying a mercantile tax, has been introduced again by Mr. Alcorn, of Clearfield.

* * *

The most important bill introduced during the week affecting the trade was introduced in the House by Mr. Garner, of Schuylkill County, and was an amendment to the present food act. Its main provision would make it illegal to use benzoate of soda in any food or drink product within the State of Pennsylvania.

* * *

A unique bill was introduced in the House by Mr. Wasbers, the York member, providing that licenses should not be grant motor vehicle operators unless th furnish a certificate that their e sight is normal or if there is a d fect that has been corrected means of glasses, also the applica have no physical or mental defe that might impair the ability of applicant to properly operate a ca

R. O. M

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, ding understood that we do not hold ourselves responsible for any views expressed therein. All com-cations must be accompanied by the writer's name and address as an evidence of good faith, but not ssarily for publication. All inquiries within our power to answer will also be noticed in this department.

eliability of an Auction House.

Effna, Va., January 21, 1915.

the Editor.

)ear Sir:—Is Sam Camitta & Sons, S. Third street, Philadelphia, relia- ?

Yours truly,
F. A. CRABTREE & Co.

his firm is listed as "wholesale auc-neers," has a good credit rating and)uld be a responsible concern, to ge from the mercantile books.

his, however, is all the information have. Many auction houses are)oked, so we advise going slow on neral principles.

* * *

Another Collection Agency.

Wrightsville, Pa., January 22, 1915.

the Editor.

Dear Sir:—Kindly give me any in-mation you may have or can get)ut the Mercantile Credit Associa-n, 304 Bulletin Building, Philadelphia. They are working this territory now l their story is a good one, but I want to know about them before I give them any collecting to do.

Yours truly,
H. W. HUNTZBERGER.

We have heard more or less about this concern—all information indicates that they are about like the other agencies—but have never seen their contract. In sizing up a collection agency two things have to be considered. First, the contract they ask subscribers to sign; second, are they honest and will they pay over what money they collect? Make them leave the contract with you for a few days and ask them to give you meanwhile the names of some merchants not far from you for whom they have done business.

* * *

Three Interesting Questions.

Berwick, Pa., January 22, 1915.

To the Editor.

Dear Sir:—Will you please answer the following questions?: Have I got a right to sell tobacco to anyone under 16 years of age if the parents write an order telling me to let their children have tobacco whenever they call for it?

Can you give me the address of someone dealing in advertising and novelties of various kinds?

In regards to the banking business, would like to know how it is run or how I should do. I am doing a nice business, but recently started, partly on money borrowed from the bank I have reference to and have since then been paying my bills by check mostly, which is very convenient. I feel as though I ought to pay them for the trouble. They claim no charge and use me first class. Should I hand them a five once in while? I can't see how they make money on such customers as me.

Yours truly,
A SUBSCRIBER.

1.—We advise not delivering tobacco to children under 16 unless they bring *with every order* a note signed by a parent or some other responsible adult. It would be dangerous to let children have tobacco on a general blanket order given some time before.

2.—For advertising novelties, try Zorn's Novelty Shop, 524 Market street, Philadelphia, or the Kemper-Thomas Co., 530 Mutual Life Building, Philadelphia, or Thomas MacTaggart, 1235 Arch street, Philadelphia.

3.—Don't worry about the bank not making money—the stock of country banks is paying larger dividends, and has always paid larger, than almost any other business you can think of. The bank makes money out of you in two ways: when it lends you money it charges you discount. This money which you borrow, and which is in every sense yours and is to be repaid by you, is deposited by you in the same bank that lent it, and checked against. But the bank doesn't keep it there waiting for your check, it lends it out to somebody else and charges *him* interest, and so on and so on. There is always ready money enough in the bank to take care of any checks that come in; a large slice of the deposits—your money as well as that of others—is out at interest.

* * *

To Buy a Waste Paper Baler.

Waterloo, N. Y., January 22, 1915.

To the Editor.

Dear Sir:—I have been thinking about buying a waste paper baler and writing my first letter to you for information.

I see in your bargain list you mention the Buckeye. Please tell me something about a baler. Is it worth while to go to the expense of a baler to save old paper in a small retail store?

Yours truly,
M. C. LITZENBERGER.

The Schick baler, made by the Davenport Mfg. Co., Davenport, Iowa, is a thoroughly good baler. So, we think, is the Buckeye.

If you have much waste paper there is no doubt that a baler would both save and make money for you, for it would turn a waste into clear revenue.

* * *

Metal Bindings for Boxes.

Wellsville, N. Y., January 21, 1915.

To the Editor.

Dear Sir:—Please give me the name of a firm or two from which I can buy

14

¶ The wise merchant knows that to-day the people want package products, and want them earmarked by brands that they have grown familiar with, and believe in.

¶ Giving them something else is possible in some cases, but in no case is it ever worth the trouble it takes.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

the metal binding for making delivery boxes, of which you speak in "Selling Talks with Clerks" in your issue of January 18, 1915. This plan looks good to me.

Thanking you in advance,
Yours truly, H. J. Gans.

Metropolitan Hardware Co., Church and Vesey streets, New York City.

* * *

Taylor's Pork Roll.

York, Pa., January 26, 1915.

To the Editor.

Dear Sir:—Kindly advise me who makes and sells to the trade Taylor's Pork Roll. Yours truly,
O. W. Markey.

Taylor Provision Co., Trenton, N. J

* * *

The Swoboda System of Physical Culture.

———, Pa., January 25, 1915.

To the Editor.

Dear Sir:—Do you know anything of "conscious evolution," a form of exercise introduced by Aolias P. Swoboda, 1214 Aeolian Hall, 35 W. Forty-second street, New York City?
Yours truly,

* * *

The Swoboda system of physical culture has been one of the familiar mail order schemes of the country for many years. Swoboda himself is supposed to be dead—his successors are merely using his name and his scheme. The writer is somewhat familiar with the system—its object is more to develop the subject muscularly; that is, give him enormous, bulging muscles, than to promote good health. It will undoubtedly increase the size of one's muscles, but it has been stated that the strain which the subject has to undergo in order to increase the size of his muscles has a bad effect on the heart.

* * *

To Get Periodicals, Etc.

Coatesville, Pa., January 25, 1915.

To the Editor.

Dear Sir:—Would you please state through the "Modern Merchant and Grocery World" where to buy magazines and newspapers wholesale, and where to buy stationery and novelties at wholesale, and also post cards for St. Patrick's Day, Easter and holidays at wholesale prices?
Yours truly, C.

The American News Co., 9 to 15 Park Place, New York City, sell all this.

* * *

Marrow Beans Wanted.

Williamsport, Pa., January 27, 1915.

To the Editor.

Dear Sir:—In case any one finds himself overstocked with this year's crop of marrow beans, we will relieve him of same at a fair price. Address
Simon's Grocery Co.

Want to Color Oleo Without Paying a Tax for It.

A bill has been introduced in Congress by Congressman Gill, of Missouri, to permit the artificial coloring of oleomargarine without the imposition of the present 10-cent tax, providing the coloring matter used is not injurious to health. That is, he proposes to put oleomargarine on a basis with butter, so far as the use of coloring matter is concerned. The butter interests will fight the bill hard.

The New York Letter

New York State Enters Food Business in Competition With Retail Dealers. New State Department of Foods and Markets Will Open Retail Stores and Manufacturing Establishments. National Canners to Meet Next Week. Wholesale Bakers' Association Wants Embargo Placed on Wheat. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, January 29, 1915.

The new State Department of Foods and Markets has opened offices in the Masonic Building, No. 71 W. Twenty-third street, and already the community is beginning to realize that this is one of the most novel and radical movements connected with the distribution of food. The object of the new department, speaking generally, is "to establish a more scientific and economic system of food distribution and to find the most profitable market for the products of the farms of the State of New York." John J. Dillon is the Commissioner in charge of the department. The law under which the department is legalized was passed last March.

The commission will establish in New York City several large terminal warehouses, with cold and general storage equipment, for the reception of farm products. It is also intended to install a manufacturing plant to treat surplus perishable commodities that must be sold. The locations of three of the terminals have already been determined tentatively. This number will be ultimately increased to 15—three to be located on the North River, three on the East River, three in Brooklyn, and at least one each in the Boroughs of the Bronx, Queens and Richmoud.

The law will be operated through a co-operative operating company, consisting of persons interested in the distribution of food on a scientific and economic basis. The company will be composed of hotel and restaurant proprietors and wholesale handlers of foodstuffs, and will be run under the supervision of the Department of Foods and Markets. Through this means it is believed that the department can be made self-supporting. No member of the operating company can receive more than 6 per cent. on his investment, which will also be limited in the case of individuals. All of the products that may come through the company will be distributed free of all overhead expenses.

"We don't want to have it inferred," said Deputy Commissioner Tuttle yesterday, "that the State is going into the merchandising business, because it is not. The chief aim of the department is to find the best market for the producer and at the same time give the consumer a square deal in the prices he has to pay for his foodstuffs. In order that the consumer may be brought into the closest touch with the plan, retail stores will be established at various points in the greater city, stores big enough to handle meats, fish, vegetables and delicatessen products; in fact, all of the family requirements for food. These stores, like the terminals and storage warehouses, will be under the supervision of the department so that the best sanitary conditions will be assured.

"The farmer or consignee will get his money from the operating company as soon as he delivers his stuff and it is passed upon as sound. The perishable goods will be treated at once and sent to the retail stores for sale. The manufacturing part of the concern is organized for the purpose of saving waste. Instead of the farmer, through inability to market, being forced to let his apples and peaches rot on the ground, they will be purchased and made into preserves, jellies and sauces. All of these will be turned over to the retail stores to be sold to the consumers. In this way we believe we will be able to furnish the consumer with pure food and save him the middleman's charges."

* * *

The National Canners' Association will hold its annual convention in this city during the week of February 8th. The association includes several smaller subsidiary organizations, all allied with the canning industry.

* * *

The Wholesale Bakers' Association of this city has taken a hand in the campaign to reduce the very high cost of wheat. Through its president, Mr. Hugo Fredericks, it has placed in the hands of the Secretary of Commerce a letter which expresses the opinion that speculation is at the bottom of high wheat prices, and that unless it is checked the price of bread must advance.

The association suggests that an embargo be laid upon exports of wheat.

The following is a portion of the letter sent to the Secretary:—

> I am appealing to you, on behalf of the Wholesale Bakers' Association of New York and vicinity, in a situation which has developed since the outbreak of hostilities abroad and which, unless relieved, is bound to cause every hardship to every man, woman and child in our country, more especially among the poorer classes. As you of course know, wheat has climbed until it has reached unheard of prices in this country and promises to reach even higher levels. Unless checked a sharp advance in the price of bread seems inevitable. It has been suggested in some quarters that perhaps the real cause of this rise has been the result of extensive speculation, and it would seem, therefore, that an embargo on wheat exports would largely relieve the present situation.

Summarized Market Conditions.

Tea quiet, with business for act wants only. Undertone firm, partic larly on Congous, Indias and Ceylon Coffee considerably unsettled and certain, with options at the mome rather sluggish. Rio 7s are scarce firm. Other grades of Brazils a sh firmer. Milds steady to firm. Moc scarce and advanced on unsettling f eign news.—Raw sugar firmer a shows an advance of about 1/8 cent. refiners now on a basis of 5.05 cen except Federal, which is quoting cents.—Dried peaches firmer on coast, but still possible to buy at prices. Other dried fruits unchang and in seasonable request.—Che salmon feeling firmer on large Eur pean demand. No change in Easte markets as yet.—Wheat quoted at $1 very firm and excited. Large exp sales continue. No lower prices sight as long as free exports are pe mitted, and demand continues. Oth grades high in sympathy.—Flour a very firm and high in sympathy wi wheat. Quotations on spring patents high as $7.50 per barrel. Demand for actual wants only.

This Will Appeal to All Business Men.

Move in Congress to Elect Postmaster Instead of Making Them Creature of a Political Administration.

Special Correspondence of "Modern Merchan and Grocery World."

Washington, D. C.,
January 22, 1915.

Business men, who are the prin cipal patrons of the postal service will be interested in a plan advo cated by Hon. Jonathan Bourne Jr., to provide for the election no only of postmasters, but of othe Federal officers in the severa States, such as United States mar shals, district attorneys, collector and appraisers of customs, collect ors of internal revenue, and regis ters and receivers of land offices.

Every business man knows th evils of the present system of po litical appointment. Men ar chosen as postmasters not becaus of their particular fitness for th position or their facilities for ren dering service, but because of part loyalty and activity in politics.

Merchants have seen post office removed from one end of town t the other in spite of popular pro test, in order to locate the office i a building owned by an active sup porter of the party in power. They have seen individuals not desired by a majority of the people of the com munity appointed to conduct the office.

Former Senator Bourne believes at postmasters should be selected gardless of what party may happen to be in control of the National lministration—that the people of e country may have a Democratic Republican administration, as ey may choose, but that the ople of each community should ve a postmaster of their own lection regardless of politics.

Post offices are established and aintained for service, not as poical rewards, and the people of ch community are the best judges the kind of service they want d the men most likely to render . Bourne argues that if a postaster must depend upon the voice the people of his community for is retention in office rather than pon his effectiveness in politics or is "pull" with political leaders, he ill give more time and effort to improve the character of service rendered. Moreover, popular election postmasters and other Federal fficers will take away the principal ower of the National political machine which, through that instrumentality, is able in so many instanes to dictate local party politics.

Bourne proposes to strike at the oot of the matter by a constitutional amendment divesting the President of his appointing power nd relieving the Senate of its duty nd responsibility of confirming uch appointments, and leave the hole problem to the several comnunities, which are chiefly and directly interested in the character of ervice to be rendered by their public servants.

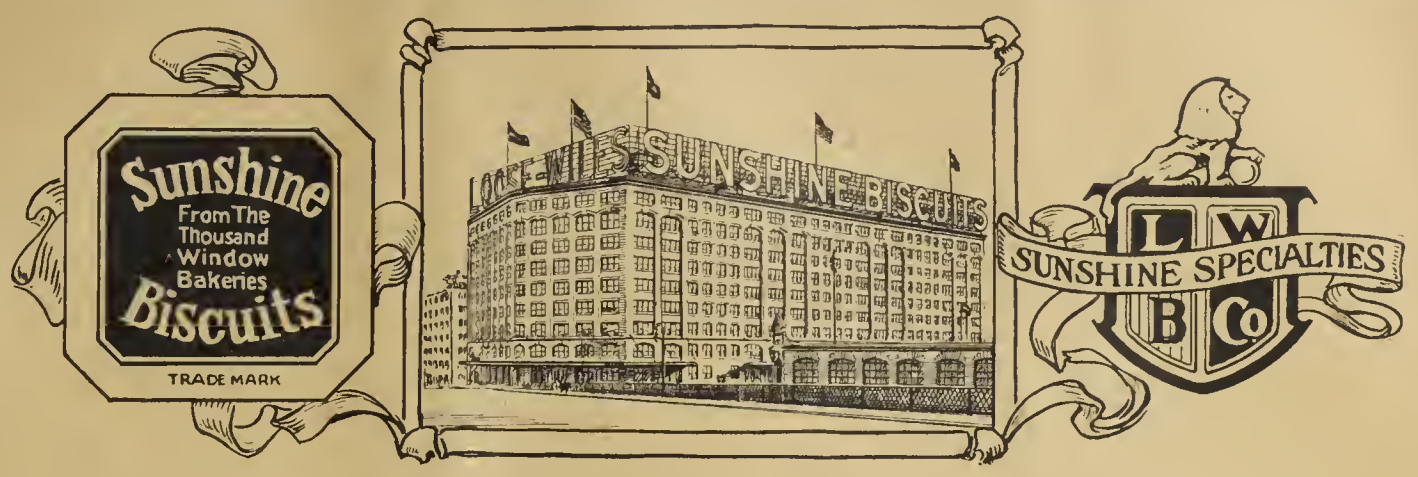
If this suggestion appeals to you as wise, write to your Senator or Congressman and tell him that you favor a constitutional amendment which will give you a voice in the selection of your postmaster.

HOLT.

Government Drops Suit Against McCaskey Register Co.

The Government suit against the McCaskey Register Co., which was filed during the closing days of the old administration, has been dismissed. The suit was brought for alleged violation of the Sherman Anti-Trust law and was based entirely upon charges made by competitors and without an investigation as to the commercial warfare being at the time carried on by various competitors of the McCaskey Register Co., with a view of breaking down its organization and securing its business. The Government has investigated the matter with great detail and decided that there was nothing to support the suit.

The Largest Cracker Palace in the World



NEW YORK BISCUIT WORKS OF
LOOSE-WILES BISCUIT COMPANY

Is now ready to serve the merchants of Pennsylvania. From bakeries flooded with air and sunshine, where raw materials are selected and prepared with utmost care; from white tiled ovens on the top floor, there come, each day, tons of biscuit goodness—

The Famous Sunshine Biscuits

¶ Over 100 high-powered automobiles and auto-trucks are required to handle the day's output from this *one* factory; thousands of trained employees are on the pay rolls; food experts are continually at work creating new ideas in tasty, wholesome biscuits—all in order that every local merchant in our New York territory can supply his customers each day with bakery products of every conceivable kind in all their first freshness and crispness. ¶ The sunshine, the cleanliness, the *goodness* of this big plant is contagious. No one can see the bewildering assortment of attractive packages filled with the most appetizing products of the baking art, without wanting to taste—no one who ever tasted a SUNSHINE Biscuit would ever be without them. Their Quality is the highest—the price within reach of all.

The most attractive way to display SUNSHINE Biscuits is in the all-steel **Sunshine Biscuit Rack.** In fact this Rack is always the sign of a Quality store. Ask our man or write us about it.

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits

L. I. C. NEW YORK N. Y.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.
SECURITY INTEGRITY OUR BOOKS

TELL YOUR CUSTOMERS

"Why bother with baking cakes or cookies? There's a SUNSHINE biscuit for every taste and any occasion."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Hardware—Tools—Specialties

Price Cutting in Hardware Not Profitable.

In hardware circles there is a greater degree of confidence in the outlook than for some time. Some manufacturers report orders in advance of last year from merchants and it is believed a fairly prosperous year will be realized. Just at the present time orders from retailers are apt to be backward, but it is evident from what the road men and wholesalers state, about the usual quantity of standard grades will be purchased for the spring trade. A subject that is receiving a great deal of attention from dealers in hardware is the decrease in net profits; or, putting it in another way, the increase in expenses, remarked a jobber recently. It is not difficult, he said, to find causes for such a condition. For one thing, as a result of competition, the average store is doing altogether too much in the way of special service for its customers. It spends too much to get business. The golden mean between enterprise and economy is not duly maintained.

In hardware some pushing is required besides the mere display of lines—though that is important; hence the disposition to offer job lots or cut prices on standard goods. In too many cases the effort to prove "enterprising" on the part of the merchant is undertaken without proper previous consideration of the cost. The constant effort to attract trade principally by means of tempting prices. instead of encouraging the public to lay stress on quality and value, rather than on mere cheapness, is a fault chargeable to a large number of dealers. A customer who goes to a well-managed store is apt to get just what he needs, and therefore there is no necessity to make cheapness an attraction. The dealer who is to-day doing business on the price system is simply on the defensive.

—

How to Make the Paint Department Pay.

No matter how foreign it may be to their previous knowledge, some storekeepers seem to have a happy faculty of making a success of any department of their business. This applies particularly to the handling of ready mixed paints and allied lines. For example, a paint salesman says one dealer who never has handled goods of this kind before, will put in an up-to-date line and it will be only an added source of income to his general business. A large class of dealers who fail to make a profit on their paint department are those who ignore the help extended by the manufacturers of paints, varnishes, brushes, etc. Such merchants fail to take advantage of the printed matter the manufacturer sends them. They neglect to send the manufacturer lists of people whom he knows or hears of will paint property soon. They fail to send out the booklets given for that purpose. They do not use the hangers, color cards and other helps sent them; and, in general, are negligent of all that is done for their benefit by the wideawake manufacturer determined to push and sell his goods.

This kind of a general merchant simply stocks paints and lets it go at that. When the manufacturer's salesman has been around to a good, large job in his town and got the paint maker's goods specified, and has turned the order over to the local store, there will be substituted a little here and there of some other lines. Thus the expectations of the salesman and the contractor are disappointed as to the results or finish of the work. Besides, both the buyer and the salesman are antagonized for the future.

Perhaps the dealer substitutes "just as good" material as that specified, because he happened to have some other good products on hand; but that was a breach of confidence—a species of sharp practice. At any rate, the merchant was not living up to the specifications

The real reason why so many general storekeepers fall down on paints is, besides the causes mentioned, that their stock generally consists of three or four different brands of every line, often indifferently displayed or allowed to lay around the store in a promiscuous way. There was a little of this and a little of that; nothing uniform to talk about. Such dealers or their salesmen never can "talk paint." They simply hand out what is asked for, if in stock, and never a word about the superior article it is or should be; nor even how it is to be used. Another cause of failure is the lack of paint knowledge on the part of the whole selling force. Their interest in paint products has never been aroused. A man of pleasing personality and general paint information, whose duties, among other things, possibly, would include sole charge of the paint department, would soon show a profit in this quite important part of the general store.

Boots Shoes Findings

Maintenance of Quality Even in Low Price Shoes. Fixed Price Standards.

In an address by Chas. P. Hall, before the annual convention of the National Boot and Shoe Manufacturers' Association, at the Hotel Astor, New York, January 13th, in referring to style influence, cloth uppers and quality inclinations of the present day, it was difficult to control style tendencies when once thoroughly under way, and cited as an instance the tremendous demand for calf leathers which forced prices high and made it almost impossible to keep pace with demand. Referring to the demand for cloth uppers, Mr. Hall stated that there are many indications that there is a tendency to "turn back from cloth to leather."

He believed that there was a dominant influence in the shoe and leather trade at this time to work for quality in product. Said he: "Quality is being put into the $2 brogan as well as the fine shoes to retail for $6 and more. What I would refer to as quality is honesty and intelligence of manufacture, which makes both shoes and leather give substantial service in the places for which they are appropriately designed.

"The tendencies which have resulted in the desire to maintain quality have been stimulated by the consolidation of currying and tanning plants and by the advertising of brands of leather to manufacturers, retailers and consumers which definitely places the responsibility for the maintenance of quality. The shoe manufacturers of to-day are better identified with their product than in former times. Another tendency of the maintenance of standard quality has been the taking away of the prestige of fixed price standards."

—

Shoe Lines Interesting Merchants.

An item which may interest general storekeepers, especially in rural districts, is that copper-toed, red-topped boots are returning to favor, and samples will be shown in the spring and fall line by manufacturers. It is nearly 50 years since they were sold everywhere.

In the medium price shoes for the spring Colonials, both patent leathers and dull blacks, are the leaders. Large buckles have given place to a much smaller ornament or buckle on women's low shoes.

Manufacturers are planning to make more rope sole shoes this year than ever. Now that sole leather is so high in price, the rope sole is being substituted for sport shoes especially.

White canvas shoes will, from present indications, be more in evidence next summer than for a number of years. In fact, unless leather values show a material decline, which does not seem possible, all kinds of textile topped shoes will be the sellers. Up to last season manufacturers were under the impression only French cloths were suitable for shoe tops; but the domestic goods, now being universally used, have proven just as good if not more satisfactory.

—

Complain of Having Too Many Styles in Shoes.

Steps have been taken toward stopping the numerous change of styles in shoes. This has been complained of for several years, the manufacturers holding that retailers demand a frequency of new models, especially in women's footwear, in order to stimulate trade. The writer remembers the same trouble arose at one time, if it is not still a flagrant—in the furniture trade. Manufacturers of staple lines were wholly in favor of restricting the launching of new designs to once a year, but makers of finer grades insisted the public at large desired a complete change more frequently. The result was the new lines have been appearing with regularity ever since with the changes of the seasons.

The National Association of Traveling Shoe Men adopted a series of resolutions in which they called on the manufacturers to lessen the styles. The Cincinnati Association of Shoe Manufacturers indorsed this most heartily. The matter was duly brought before the National Shoe Manufacturers' Association at Rochester, N. Y., recently, when the subject of style came up in the regular course of the convention proceedings, and the result was a "straddle," as at former sessions. So much is involved in the putting out of new models, not only for the regular selling seasons, but betimes. The general merchant would rather see less patterns in course of the year, for obvious reasons. On the other hand the city shoe man occupies the reverse attitude, and welcomes fresh designs at all times as an additional trade stimulant.

One manufacturer expressed himself as follows: "To put a damper on the shoe styles would be a blessing to every one concerned. It has been agi-

Can't Tell Them Apart

¶ Take a dozen breakfast foods, and taste them blindfolded side by side. With probably nine of them you will not be able to tell the one from the other.

¶ But you can always tell **Wheatena** when you come to it, for it has a distinctive flavor and is different in everyway. It is the hearts of selected wheat.

¶ That is why **Wheatena** shows an increase at the end of every year. Packed and guaranteed very unusually.

The Wheatena Co., Rahway, N. J.

Member of the American Specialty Manufacturers' Assoc'n

ed for years, but what are you going do when the women demand changes styles? The frequent style changes ve tended to reduce orders. Fre-ntly the retailer finds himself stocked with shoes difficult to sell. Twenty-e days ago you could hardly sell a man a lace shoe. Now they insist that kind." Another said: "To stop dden changes in styles between sea-is would certainly be a godsend not ly to the manufacturer, but the con-ner as well. There are entirely too ny styles. I venture to say that reg-ation would mean a saving of fully per cent., and this certainly is a big m."

Dry Goods Notions Knit Wear

ttractive Dress Goods and Staple Domestics.

So far as weaving designs and color-gs are concerned, the new fall lines of otton goods for dress purposes are ery attractive. The question of hether they will sell as well as a ear ago is now one of doubt because f the lessened demand for piece dyes nd the current popularity of light-eight staple worsteds and other cloths. Many choice basket and covert weaves re shown, and there is the usual run of lk striped poplins, serges, gabardines nd other goods running from four to x yards per pound. Merchants are uying wash fabrics for spring and ummer, of these goods small embroid-red figures are attracting most atten-ion. Some of the embroidered voiles re very striking and simple, but there re many line effects and stripes that re also being bought very well. Printed wash effects are selling better very week for spring and summer de-ivery.

On staple domestics orders are being laced right along. Jobbers from nearly all sections have been buying better in the past two weeks than at ny time for the past six months. Re-tailers in the agricultural sections are buying more goods, and will continue to purchase freely, advices say, for some ime to come. Prices are being held quite firm on all late goods, and while here is some irregularity on spot mer-chandise, it does not compare with the unsatisfactory conditions of a month go. On drills and sheetings the busi-ness has been getting better slowly. An advance of one-eighth of a cent a yard on small lines of brown sheetings has been made, and the better grades of 4-yard 56 x 60s are no longer to be had under 4½ cents. Twilled and can-on flannels are firm, with some irreg-ularity in price on many of the sub-standard goods of this class.

The openings of staple dress goods are now under way in the primary mar-kets. While some values are the same

Hold Your Coffee Trade—Tight

GOLDEN SUN steel-cut COFFEE, made from rich, selected berries—blended and roasted by coffee experts—has a delicious flavor and aroma, so complete and satisfying to the taste, that no coffee drinker, however particular, can break away from it. You can suit the exact coffee taste of every customer with some one of the

FIVE GOLDEN SUN BLENDS

Karex Navarre Briardale Vienna Mocha and Java

You can hold that customer permanently because the air-tight tin insures GOLDEN SUN COFFEE reaching the home *always uniform* and full of strength, snap and aroma just as it came from the roasters.

Besides you can hold your trade better, you can save the time and expense of grinding and tying up coffee, to say nothing of offering your customers more uniformly ground and in every sense more certain merchandise by selling the clean, full-flavored, can-packed

GOLDEN SUN
Steel-Cut COFFEE

"The Crown of Coffee Goodness"

We help you with attractive store advertising matter.

THE WOOLSON SPICE COMPANY - - TOLEDO, OHIO

Oldest and largest home of coffee experts in the world

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO CUSTOMERS

"You can be coffee happy the rest of your life—for there's a GOLDEN SUN Blend to suit your taste, and it will never vary in Quality, Strength or Flavor."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

A Clean, Quick Moving Stock

of the finest selected India and Ceylon tea, full flavored, skillfully blended and packed in attractive air-tight tins—**easy to handle, easy to sell.** That is why up-to-date, progressive merchants display and push

TETLEY'S TEA

"Blended and Packed in London, England."

Its distinctive flavor and unvarying high quality attracts trade and holds it. Every sale means a permanent, profitable customer. It pays to recommend TETLEY'S—it

Will Make Your Tea Trade Grow

JOSEPH TETLEY & CO., Inc.
108-110 Franklin Street, New York

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

TELL YOUR CUSTOMERS

"TETLEY'S is the cleanest and most economical tea to use, because the air-tight tin keeps in all the fresh, full flavor and fragrance, and keeps out the dust and dirt."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

as last season, many are from 1 to cents a yard higher. In various lin of imported fabrics it appears that sh ments are being sent here for sale any fair price. In other words, the is a dumping of merchandise here f the purpose of realizing cash. Th sort of business will probably contin for some time, and there seems to no way to prevent it. The new sprin "exposition shades" are receiving a ve encouraging reception. These colorin are based on the color schemes fo lowed by the designer of the Panam Pacific Exposition buildings. Trave tine is the shade of the stone work i the floors, the gold is the shade adopte for the domes of the buildings and t blue is the color used in decorating t walls. They promise to make a d cided hit.

—

Active Demand for Cotton Cloth

Marshall Field & Co., Chicago, their weekly review of the dry goo trade, say: "Increased interest in d goods lines is noted in the business the week. Orders for current shipme from our traveling salesmen are abo equal to what they were a year ag Buyers from the far West and Sout west are beginning to arrive on the spring market trips and more reque than usual have been received aski for salesmen to call. Merchants ha visited the market in larger numbe than during the corresponding week year ago. A very active demand co tinues for staple cotton cloths and pric are firm."

—

Evils of Overbuying and Over-crediting.

Owing to his absence, John L. Powe of the Johnston & Larimer Dry Goo Co., Wichita, Kan., was unable to re his paper on "Over-Selling and Ov Crediting" at the recent meeting of t National Wholesale Dry Goods Ass ciation. It applies so directly to t general merchant that the following e cerpts will be appreciated:—

Over-selling and over-crediting have been the direct cause of more loss to the wholesale dry goods business in recent years than all other factors that have entered into the conduct of the business. It has been demonstrated that it is unwise to sell a retailer a larger quantity of goods through any season than he has proper avenues of disposal. It has also been demonstrated that while a retail merchant might sell a certain aggregate amount of goods in value during the year, yet this can be better and more profitably accomplished by distributing his purchases through the year in a manner to best serve the demands of his trade and leave at the end of the season the smallest possible percentage of goods to be carried over into the following year.

For example, a retail merchant who buys too heavily or unwisely in advance of a season that does not come up to expectations, must either institute force sales at loss of profit, adopt unwise methods of extending credit to customers, in order to dispose of the merchandise, or be compelled to carry over an undesirable amount of merchandise into the following year; all being undesirable and bringing disastrous results. If there is only loss of profit, the retailer's ability to buy

the future is merely impaired, t if it causes failure, as frequently curs, the customer is not only de-royed, but the jobber suffers fur-er loss on the account as well.

Therefore, it is unwise for the bber, as well as the retailer, to ll goods heavily in advance of the ason, before the demands of the nsumer are established—as this nerally results in a considerable rcentage of the goods being car-ed over from one season to the her, if no more serious results cur.

Over-selling, or unwise selling, nerally compels over crediting id, very frequently, loss of the ac-unt. If a more comprehensive udy is made of the wants of the tail customer by the jobber, rough their sales departments and lesmen, and a comprehensive ef-rt made to sell such merchandise id at such intervals as will best able this retail customer to build a profitable and stable business, e greatest good to all concerned as been accomplished and, in the id, each will have acquired the aximum amount of business pos-ble from their retail channel.

AMONG THE TRADE.

The American Ammonia Co. of ston, Mass., have appointed ank A. Smith Co. their represen-ives for Pennsylvania, New Jer-and Delaware.

The wholesale house of Thomp-, Taylor & Co. is liquidating ing to the recent death of the ior partner, James Thompson.

To Stop Coloring Macaroni and Spaghetti.

Senator Pomerene has introduced in Senate a bill designed to prevent manufacture, sale or transportation such edible alimentary pastes as mac-oni, spaghetti, varicelli and noodles taining any added artificial coloring tter. The bill provides for a flat hibition to ship into interstate or for-gn commerce any such foodstuffs which ve been artificially colored, and would nish offenses by a fine not exceeding o or imprisonment not exceeding one ar, or both, at the discretion of the urt. The bill was referred to the nate Committee on Public Health and ational Quarantine.

John R. McFetridge & Sons
Printers
927 Arch Street
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ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Pennsylvania Merchants

through the most active and effective organization of its kind in the country, are working unitedly for promotion, progress and betterment—for better homes, better communities, better business methods and consequently better business for all.

¶ Directly in line with this aim of the merchants, the DIAMOND MATCH COMPANY have perfected the

SAFE HOME MATCH

Inspected and Labeled by the Underwriters' Laboratories, Inc.

¶ The linking of the Safe Home Match with the Pennsylvania Plan is of special importance to every dealer and housewife in Pennsylvania because it means *safer* homes, freer use of matches and consequently bigger sales and greater profits to every merchant. SAFE HOME MATCHES are rapid sellers with

A Good Margin of Profit

You can sell more of them than any other brand because they are better, safer and more satisfactory in every way to the consumer. You will *want* to sell more of them than any other kind because you safeguard your community by selling the best match made and at the same time make good profits for yourself.

Safe Home Matches burn evenly and are non-poisonous. The heads don't fly off, they never light till you want them to and they are packed in big, safe boxes to

Retail at 5 Cents

MADE ONLY BY

THE DIAMOND MATCH COMPANY : : NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO CUSTOMERS

"The SAFE HOME match is a REAL safety match that does not spark, sputter or break and you can strike it ANYWHERE."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Do You Realize How Low the Price of

Hawaiian Pineapple Is Now?

¶ At this rate it ought to be a household necessity and not a luxury. If you think about it a moment, we are sure you will cut your selling price so as to make much more money on these popular goods.

¶ The fact is, Hawaiian Pineapple Packers' have twice lowered the price of Hawaiian Pineapple in the past fifteen months, and the new pack is ready for you now at this low figure.

The Hawaiian Pineapple Packers' Association of Honolulu, Hawaii, comprises the following companies, being all the packers of Pineapple in the islands of Hawaii:—

HAIKU FRUIT AND PACKING CO., Ltd., Haiku, Maui, Hawaii
U. S. Sales Agents:
DEMING & GOULD CO.....326 W. Madison St., Chicago, Ill.
HAWAII PRESERVING CO.....Honolulu, Hawaii
U. S. Sales Agents:
CALIFORNIA FRUIT CANNERS' ASSN., 120 Market St., San Francisco, Cal.
HAWAIIAN ISLANDS PACKING CO.....Wahiawa Oahu, Hawaii
U. S. Sales Agents:
GRIFFIN & SKELLEY CO...16 California St., San Francisco, Cal.
HAWAIIAN PINEAPPLE CO., Ltd.....Honolulu, Hawaii
U. S. Sales Agents:
HUNT BROS. CO.....112 Market St., San Francisco, Cal.
KAUAI FRUIT AND LAND CO.....Kaui, Hawaii
U. S. Sales Agents:
KELLEY-CLARKE & CO.....Seattle, Washington
LIBBY, McNEILL & LIBBY (Inc.).....of Honolulu, Hawaii
U. S. Sales Agents:
LIBBY, McNEILL & LIBBY (Inc.).....Chicago
MAUI PINEAPPLE CO.....Maui, Hawaii
U. S. Sales Agents
GRIFFITH DURNEY CO.....1 Drumm St., San Francisco, Cal.
PEARL CITY FRUIT CO., Ltd.....Honolulu, Hawaii
U. S. Sales Agents
THEO H. DAVIES & CO., Ltd., 260 California St., San Francisco, Cal.
THOMAS PINEAPPLE CO.....Honolulu, Hawaii
U. S. Sales Agents
THE J. K. ARMSBY CO.....627 Howard St., San Francisco, Cal.

Hawaiian Pineapple Publicity Dept.

9 East 40th Street : : : New York, N. Y.

The Proper Care of Perishable Food Products by the Retailer

The National Wholesale Grocers' Association of the United States has prepared and is issuing to the retail trade some extremely useful matter under the above heading, the point being to supply some practical directions by which spoilage in the retail store may be reduced as much as possible. From time to time the "Modern Merchant and Grocery World" will publish brief extracts from this matter.

No. 5—Cheese.

Examine all cheese with a trier immediately upon arrival. Turn each cheese over and inspect the surface carefully, both top and bottom. If it is found that any cheese has been jammed, or the surface broken in transit, mark that box to be used first. If the box is broken transfer the cheese to a perfect box saved from a previous shipment. Place the stock on a hanging shelf in a cool basement where the temperature will remain from 35 to 50 degrees Fahrenheit. The more nearly uniform the temperature the better results will be obtained. In hot weather a refrigerator should be used for storing cheese, especially for all soft made cheese, such as brick, limburger, neufchatel, etc.

Avoid subjecting cheese to freezing temperature. If the cheese shall have been frozen by accident, this condition may be partially remedied by placing the cheese in a room with an even temperature of about 60 degrees Fahrenheit for ten days.

If you find that during the warm weather a cheese has become puffed or swollen, take a fine wire and puncture the cheese in two or three places then turn it upside down. In a short time the cheese will return to normal. If the cheese should be cut in this swollen condition it will collapse and become unfit for sale.

Never store cheese in the same room with kerosene, onions, fish, etc., as it will quickly absorb the offensive odors.

All cheese should be turned over once a week while in storage. Otherwise the moisture in the cheese will gradually settle to the bottom, and the product will become unfit for sale. All brick and limburger cheese should be laid perfectly flat, not on end. This prevents cheese from getting out of shape and molding between bricks. Twin cheese should be reversed every three weeks to avoid mold and rind rot between the cheese. Always see that division boards are put between the cheese and on and bottom of cheese before ing.

To avoid crumbling, the bandages should be removed f the cheese four or five days be cutting. The knife should alv be used with a steady downw pressure, never see-sawed back forth.

Cut cheese will deteriorate ra ly, and great care should be in handling same. It should amply protected from flies screens. If possible use a reg cheese case, of which there many kinds upon the market. that no flies get into the case remain there.

A great deal of difficulty wi many experience in cut cheese ing out and losing its fresh, sw flavor may be avoided by observ carefully the following instructio

When the first slice is cut f the cheese, take a warm knife rub the flat side over the surf of the cheese from which you not intend to cut so as to close the pores as far as possible. T take a clean cloth and saturat in salt and water. Wring the c out as dry as possible, and la over the side of the cheese treated. This will not only prev the cheese from drying out, there will be no loss from cr bling or mold.

In filling orders for custom first wrap each parcel of cheese parchment paper, then inclose regular manila paper.

Be sure that the knife used cutting cheese is bright and cl and do not touch or handle the surface unless the hands are p fectly clean. Careless handling cut cheese is extremely unsanit and will tend to drive trade av from your store.

All claims for damaged che should be made immediately up arrival of goods.

Florida grapefruit is coming North large quantities, and is selling at prices—$1.25 to $2.50 per box.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, roceries, hardware, dry goods, anything at all that's in good condition, ut won't sell for *you*.

If you will make a price on it we can probably sell it for you n a hurry. Write us about it, stating the quantity, condition and your est price. You might give the original cost, too. We will give it a key umber and offer it to our 4,000 subscribers. Your name will not ppear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday emand for somebody else, who will be glad to get your stock of it at bargain.

There will be no charge for this service anywhere—we do it to help long.

Address Communications to

CHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 7.

ve for sale one small Counter e Mill which cost $17; will sell 9. This mill was only in use ten s. Am now using an electric mill. one Switzer Cheese Cutter, which $4; will sell for $2, as we are a U. S. Slicer. This was also in nly ten weeks. Jos. O'Neill, 1600 Vine St., Philadelphia, Pa.

—

Offer No. 10.

e have on hand the following. ld like to dispose of same:— cases of Hummel Coffee Essence, n good order; will sell for $2 a , 2 cases to a gross.
J. B. Losey,
Somerville, N. J.

—

Offer No. 13.

ave a modern iceless soda foun- with pumps, a 10-foot outfit; solid le; has only been in use three hs. Cost us $1,200; will sell for cash, f. o. b. Waynesboro. Every- as good as new.
Standard Grocery Co.,
W. Main St., Waynesboro, Pa.

—

Offer No. 17.

ave almost a case, about 3½ dozen, Mother's Cleanser; also about 20 ages of Quaker Cracked Wheat on l, in first-class shape and new. her's Cleanser was $3.25 a case, 4 less 4 per cent., $3.12. Cracked at, $2.45, two dozen. Make offer.
Godfrey Quebel,
ighteenth and Wingohocking Sts.,
Philadelphia, Pa.

—

Offer No. 19.

e have for sale or exchange, equal e: One Electric Sign, glass sides, t 3 x 4 ft., wired with electric s, suitable for grocery and delica- n; will sell for $10. Also 4 two- ch combination gas and electric deliers; cost $7.50 each; will sell 4 $12. And 1 large 4-burner gas lamp, extra glass globe, for either inside utside lighting; cost $12; will sell $7.50. A. J. Patterson,
W. corner Fifty-sixth and Chris- tian Sts., Philadelphia, Pa.

—

Offer No. 21.

have a fine, handsome C. V. Hill igerator, used only a year and a Have discontinued meats and efore have no use for it. Box ab- tely up to date, 6 x 7 x 10 feet high, four compartments, holding fresh ts, smoked meats, butter, cheese, etc. me $350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.
H. M. Gingrich,
Lebanon, Pa.

—

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

—

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.
John Altman & Co.,
Creighton, Pa.

—

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank. W. E. Roberts,
Freemansburg, Pa.

—

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y. W. L. Benedict,
21 East Pearl St., Wellsville, N. Y.

—

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for $50; cost $100. Good condition.
Benj. Gebhard,
111 W. Duval St., Germantown, Pa.

—

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for $35.

Also a brand new cheese cutter, never been used, for $2.25.
Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

—

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?
A. B. Crawford,
Freehold, N. J.

—

Offer No. 39.

One 220 Account McCaskey Accounting System, costing $145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.
Mullison Grocery Co.,
Wilkes-Barre, Pa.

—

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.
P. L. Glase, Son & Co.,
Oley, Pa.

—

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?
Atco Stores Co.,
Atco, Bartow County, Ga.

—

Offer No. 43.

I have one No. 125 Enterprise Rotary Beef Shaver that I would sell for $7.50, as I have no use for it.
L. F. Harper,
Richlandtown, Pa.

—

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.
P. B. Steininger,
Lewisburg, Pa.

—

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for $2.75 per box, f. o. b. Atlantic City, N. J.
L. A. Bacon,
1301 Baltic Ave., Atlantic City, N. J.

—

Offer No. 46.

I have for sale one Flat Top Office Desk, color dark oak (size 36 inch and 50), 7 drawers, which I have no use for and will sell for $7 cash, f. o. b. Donaldson.
L. T. Jones,
Donaldson, Pa.

—

Offer No. 49.

Three boxes, 25 pounds, 60-70 California Prunes, in good condition, at 4 cents per pound (1913 crop).
John S. Lee, Elkton, Md.

—

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap. Peter C. Housman,
Milford, Del.

—

Offer No. 51.

I have for sale 200 pounds Netted Rock King cantaloupe seed. Would sell all to one customer or in small quantities. This year's growth.
J. C. Sullivan & Co.,
Box 183. Bridgeville, Del.

Offer No. 52.

I offer four Buckeye Paper Balers, practically new. Cost $12 each. What will you bid?
H. D. Hubbs,
West Chester, Pa.

—

Offer No. 53.

One Oliver Visible Typewriter, complete with case and tools; as good as new, not a rebuilt machine. Price $30, and if too high, offer what you would give. Cheap at price quoted.
H. F. Snader & Co.,
Adamstown, Pa.

—

Offer No. 54.

I have about 700 pounds Georgia Pecans, three different sizes, 12½, 16 and 22 cents per pound, f. o. b. Statesboro, Ga. Also fine Georgia cane syrup, in gallon jugs and quart bottles, 40 cents per gallon, f. o. b. Statesboro. Will sell or exchange for a staple.
H. Clark, Statesboro, Ga.

—

Offer No. 55.

Electric Coffee Mill for sale or exchange, 500 volts direct current. Perfect condition, low price.
P. J. Leary,
Conshohocken, Pa.

—

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.
John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

—

Offer No. 57.

I have for sale a double McCaskey Account Register, 440 accounts, arranged to increase to 800 accounts; cost $240, will sell for $175 cash. Only used six months. Reason for selling, started cash business.
Robison's Table Supply Store.
Sharon, Pa.

—

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.
N. W. Bennett,
549 Fifth Avenue, Troy, N. Y.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower in good condition and cheap. describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

The Grocery Markets

Tea.

The tea market shows no particular change for the week, except a continued hardening tendency in low grades. As reported last week, low-grade teas, meaning especially Congous and Ceylons, are higher than at any time in their previous history. The general line is unchanged for the week, with the demand fair. It looks as if there would be a pretty general clear-up of all current crop teas before the new season. Apparently there is no 1913 tea in the market at all.

Coffee.

The coffee market is considerably firmer, and all grades of Rio and Santos can be quoted at a slight advance. Rio 7s, the standard grade of Rio coffee, is considerably firmer than the other grades and sales have been made at ½ cent higher than a short time ago. There are no indications, however, of any material advance in Brazil coffees. The situation is quite uncertain owing to conditions in Brazil; also conditions surrounding freights. Mild coffees are steady to firm and high-grade washed milds are in particularly good demand at advanced prices. There is plenty of mild coffee about, in fact, the available supply is nearly twice as large as last year, but it is not of the best grade. Bogotas are particularly wanted, at advanced prices. Java coffee shows no particular change for the week, but Mocha is very scarce on account of foreign war conditions and an advance of about 3 cents per pound is quoted.

Sugar.

The sugar market has become considerably firmer during the week and all refiners now refuse to sell below 5.05 cents for granulated. This is practically an advance of 10 points for the week. Raws have also advanced about ⅛ cent, and the situation is steady to firm, on account of the continuation of rains in Cuba and the result that the production is considerably behind last year. There seems to be considerable demand for refined sugar.

Syrup and Molasses.

No change has occurred in glucose during the week, although an advance is prophesied on account of the impending advance in corn. If glucose advances, compound syrup will also. Compound syrup is quiet at unchanged prices. Sugar syrup and molasses unchanged and in moderate seasonable demand.

Fish.

There has been no improvement in mackerel during the week, and, in fact, no change of any kind. The demand is very dull and prices about steady. Cod, hake and haddock are about steady at the last quotation, demand not large. Salmon shows no change and quiet demand. Domestic sardines are in somewhat unsettled condition, some holders will sell at $2.90, f. o. b., in a large way, while others are asking as least 10 cents a case more. The demand is not large. Imported sardines quiet and unchanged.

Canned Goods.

Tomatoes show no change from a week ago. The market is steady to firm. The figures showing a large pack have had no effect upon Eastern markets. Corn and peas are unchanged on spot. There are plenty of cheap peas, which appear to be wanted. Future peas are selling in a very small way, owing to the very high prices as compared with spot prices. There is some demand for corn for future delivery which is a rather attractive proposition. Apples are still very cheap and very dull. California canned goods from first hands are quiet. The consumptive demand is fair and prices unchanged. Small Eastern staple canned goods are exactly where they were a week ago; demand quiet.

Dried Fruits.

Prunes are very dull, but firmly maintained as to price. Peaches are quiet and still very cheap. Some coast holders are talking an advance, but others are willing to sell at the low figures. Apricots quiet at ruling prices. Raisins not very active and there are rumors that the combination will attempt to put something over in the way of a special proposition to buyers within a few days. Currants and other dried fruits quiet and unchanged.

Beans and Peas.

Domestic pea beans are very high, and the price both on spot and to come forward, in a large way, is about $3.20. The demand is good. Marrows are relatively more plentiful and show no change in price. California limas are 10 cents higher on the coast, but unchanged in secondary markets. Green and Scotch peas are both higher by about 15 cents per bushel and the quotation is now around $2.85 for green and $3 for Scotch, in a large way.

Butter.

The receipts of fresh butter are about what they ought to be for the season. The percentage of fancy butter is very light and there is an active demand for it at an advance of about 1 cent per pound for the week. In fact, there is a good movement for all grades of butter. The consumptive demand is good and is expected to be for some time.

Eggs.

The receipts of fresh eggs increase daily, and as a result the market has declined about 3 cents further during the week. At the decline the market seems fairly steady. The quality of the receipts is averaging fancy. The future depends upon the weather and upon the supply.

Cheese.

The available stocks of cheese are about normal for the season, but owing to the fair consumptive demand, prices have advanced ½ a cent during the week. There is also a good demand for export. This is having its effect in curtailing the supply, and further advances are not expected.

Provisions.

All cuts of smoked meats, picnic, regular and skinback hams, as well as bellies and bacon, are steady and unchanged. Demand quiet. Both pure and compound lard are firm at ruling prices, with good consumptive demand. Dried beef, barreled pork and canned meats are steady and unchanged.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

The evaporated apple situation continues very quiet here, with no change in prices. The difficulty in obtaining steamship room is keeping the exporters out of the market, while the domestic buyers are coming in only for small quantities.

Prime quality is quotable at 5⅞ to 6 cents; choice, 6¾ to 6½ cents, and fancy 7¼ to 7½ cents, in 50-p boxes, with cartons ½ cent per higher.

Raspberries are firm and scarce strongly held at 25 cents per f. o. b. in barrels.

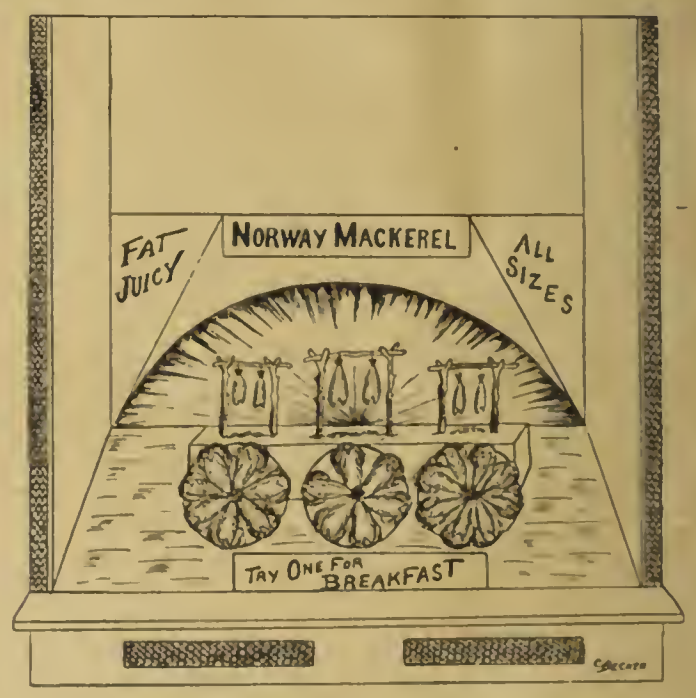
C. C. HA

Rochester, N. Y.

Rice.

The general busmess situation continues to show steady improvement. Trade in the different sections has not yet broadened out quite equal to pations, but there is a decidedly hopeful feeling and this is strengthened more or less by the export demand which continues an important factor helping to keep the general market sustained. It is becoming apparent supplies are going to run light earlier than has been expected, owing the rapid distribution of the four months of the harvesting crop. This is tending to strengthen control of the planter and is forcing the mills to pay the fixed minimum their rough or go without. Japan being picked up against an active mand, which is sure to come during early months of the year—for home well as export requirement. Blue is scarce and prices are being steadily advanced. The market is therefore tained, with every indication pointing towards higher values in the near ture.

Weekly Window Display Suggestions



Mackerel Display.

If you can arrange the following your choice Norway mackerel will a great display. Arrange the background first, by bending a very heavy from the two bottom corners of the window across in an arch. Use shade of yellow crepe paper and stretch it across the top, gathering it center, fan shape at the bottom. Then stretch a wire across the top above the arch, making two triangular sign cards on the sides and a long in the center, of yellow crepe paper, with the letters cut out from black and pasted on like illustration. Next cover the window with yellow paper and form a platform of corn or tomato boxes and cover these with too. Take three cheese box lids and cover the rims with crepe paper inside lay mackerel on waxed or white wrapping paper on top of each other garnish with lettuce leaves around the edge. Slant these against the and then trim a few tree branches with a crosspiece between the sticks illustration. Suspend two mackerel from each stick to show up the different sizes nicely. Put a little sawdust underneath each to catch the drip Put a long sign sign card in front of the window like the cut.

dvices from the South along the At-ic coast show continued satisfactory iness and dealers are compelled to higher prices in order to replenish ir stocks. Collections are improv-which tends to improve the situa-n.

At New Orleans reports show con-ued heavy demand. The recent sharp rance in rough rice is now being re-ted on the clean situation and prices all grades are held firm at an ad-ice of fully one quarter.

n the Interior, Southwest Louisiana, xas and Arkansas, the recent heavy es of rough above $4 basis has tended strengthen the general situation.

D. Talmage's Sons Co.
New York and New Orleans.

—

Imported Fish Specialties.

There has been no change in the her-g market since our report last week. olland herrings continue scarce, and all arrivals are disposed of readily at ces unchanged from last week. The ne may be said of good quality otch herrings, which are getting rce. Still, in spite of the scarcity, nich is being reported by our friends Scotland, shipments are arriving ery week, which naturally prevent ices going higher.

The mackerel trade is very quiet, and ly hand-to-mouth business is being ne. Our agents in Ireland report ipments last week of 531 barrels, inging the total shipments to date Irish mackerel to 14,849 barrels.

There is nothing new in the imported rdine market. The trade continues to y in hand-to-mouth quantities and is t inclined to speculate on a possible lvance in the near future.

The spring herring fishing in Norway now starting and cables received om our friends in Norway indicate at they expect to be obliged to pay ther high prices for the freshly caught rrings, as there is an enormous de-and, both from Germany and Russia. this expectation is realized, it is only atural that we shall see a higher mar-et for canned kippered and tomato rring, which are packed from those orwegian spring herrings at this sea-n of the year.

The catch of sardines in Norway con-nues rather disappointing. Trade in eneral in our line continues good, and e have no reason for complaint, and e trust that the readers of our reports ay be able to say the same.

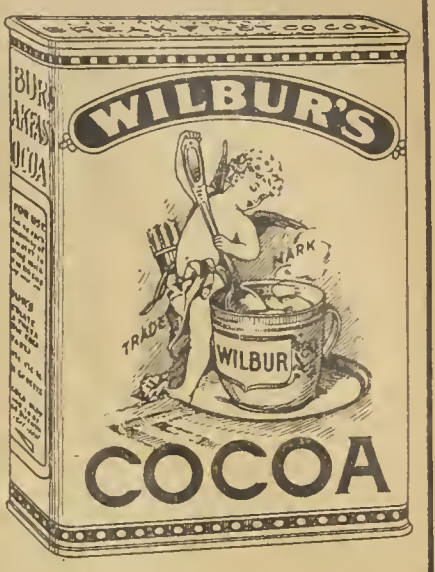
Strohmeyer & Arpe Co.
New York.

—

Standard Canned Goods.

The official statistics compiled by the National Canners' Association, cover-ng the output of tomatoes, corn and eas in the United States in 1914, have been in the hands of the trade for one week and have been subjected to the careful analysis of capable experts, whose opinions in such matters carry much weight. At first blush the totals appear to be sufficient to cause an im-mediate reaction in the market prices toward a lower level, but in the last analysis there is more reason to be hopeful than otherwise. The total pack of all sizes of cans was figured on the basis of No. 3 cans, i. e., no figures were given covering the output of the other sizes, all of which were merged with the No. 3s for the purpose of easy comparison with the output in pre-vious years, which has been the custom. Separating these items, the figures show that there were about 1,150,000 cases less No. 3 tomatoes canned in 1914 than were canned in 1913, and that the added carry-over from 1913 does not make a total that will prove to be in excess of the normal demand, or at least not sufficiently so to cause uneasiness to the holders of the goods.

The output of tomatoes in the three great producing States, Maryland, Del-



60 Ways to Use

WILBUR'S COCOA

IS BEST FOR

Made in Philadelphia

are the 60 good reasons why wise housewives buy it and wise dealers push it. We keep consumers interested by steady advertising, we keep them pleased by maintaining quality and purity. No wonder WILBUR'S

SELLS LIKE SIXTY

and leads all others in sales to consumers and profits to dealers.

Tell your customers about the 60 delicious cakes, cake icings, puddings, sauces, desserts and candies they can make with WILBUR'S COCOA and you'll find it easy to sell them the *big pound cans* of WILBUR'S.

WITH THE BIG PROFIT

instead of the small quarter pounds of other cocoas with the small profit.

Let us send you a supply of our complete Cocoa Recipe Books—"Cooks' Tours Through Wilburland"—and our special plan for helping you increase your sales.

H. O. Wilbur & Sons, Inc.
PHILADELPHIA

Baking
Cakes
Cake Icings
Charlottes
Custards
Ice Cream
Puddings
Pies
Sauces
Desserts
Candy
Hot Cocoa
Iced Cocoa
Cocoa Syrup

SAY TO CUSTOMERS

"When you use WILBUR'S COCOA for icing cakes, you don't have to cook it like chocolate. This saves time and trouble and there's no danger of your icing being lumpy."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

aware and New Jersey, was around 600,000 cases less than in 1913, and from these holdings every State from Maine to the Missouri River, including Indiana, which produced 347,000 cases more than in 1913, has been drawing supplies since the middle of December, each order carrying instructions for immediate shipment to cover real, not imaginary requirements, the best character of buying. The reasonable inference, therefore, is that those same States will continue to look to this section for their further requirements until our market prices advance to a parity with the market for the tomatoes packed in California and those other far Western States, where the bulk of the excess pack was made last season; this, of course, is a remote contingency. A fair deduction, under present conditions, is that the holders of tomatoes need have no fear of a slump in the market prices.

Further activity in canned sweet potatoes this week developed an unexpected shortage in them which caused the price to advance rapidly, with indications of a higher market ahead. Spinach was active, also, and the price stiffened up. Further buying of corn during the week caused a stronger market here, and some large-sized lots changed hands. Other vegetables were active in small lots, chiefly string beans and baked beans, without any improvement in the prices. Peas were a shade easier.

Pears is the one article in the line of fruits that was active this week. Since the first of the year the orders for them have been increasing. None of the other fruits were in demand except in little lots, mostly for apples and pineapples, and the quotations are unchanged.

Cove oysters were less active this week, and the market for them is unchanged.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Spices.

The market is very active in all grades. Prices in foreign markets are higher than here and supplies are unusually scarce.

Peppers.—Demand has greatly increased, rapidly absorbing spot and nearby offerings. Further advances can hardly be avoided and are really anticipated. It is now reported that we will have a very large shortage in the Lampong crop. White peppers are in small supply and will soon be in better demand.

Red Peppers.—Advanced and the end is not in sight. Record prices are probable on account of great scarcity for all grades.

Cloves.—Exceedingly scarce here and held at high prices. Futures are also firmer.

Pimento (Allspice).—Much firmer and in better demand. Present prices we consider safe.

Mace.—In good demand at very steady prices. The supply has been greatly reduced.

Nutmegs.—All grades are scarce and in better demand. Prices are some little higher.

Cassias.—More active and prices are likely to advance.

Gingers.—In much better demand at somewhat higher prices for all grades. Stocks here have decreased.

Tapioeas.—Firmer and higher, with better trading in all positions.

Paprikas.—The market has been more active, due to sharp advances in other red peppers.

Seeds, Herbs, Etc.—The demand is better, and inasmuch as the supply is short, articles in this line have shown considerable activity since the first of the year. Celery keeps steady since recent advance. Sage and poppy are likely to go much higher. Several grades of mustard seed are also firmer.

McCORMICK & Co.
Baltimore, Md.

MARKET NOTES.

Florida oranges are cheap—$1.25 to $3 per box. The receipts are large, the quality good and the demand excellent.

Florida beans range from $2.50 to $3.25 for anything fine, other grades are down to $1.25. The supply is fair and there is some demand.

Florida strawberries are more plentiful and better this year than for several seasons. The range is 30 to 35 cents and the average retail price is 50 to 60 cents.

Florida peppers range from $2 to $2.25, which is a fairly high price.

No asparagus is on the market as yet.

Cucumbers from hothouses average $1.25 per dozen; demand fair.

There are practically no Florida tomatoes on the market.

New Bermuda potatoes are averaging $6 per barrel; demand good.

Florida eggplants are bringing a rather high price—up to $3 per crate.

Written for the "Modern Merchant and Grocery World."

Here Is Some First Hand Information About the Brenard Piano Scheme.

A Pennsylvania Subscriber Gives His Own Experience With It, as Well as That of Other Retailers Near Him. Says It Is No Good.

It is with great pleasure that I wish to thank the "Modern Merchant and Grocery World" for giving the information in regard to the Brenard piano scheme. I was a victim the last six months of 1913 and did over one thousand dollars *less* business than I did the last six months of 1914 without any premiums whatever and no advertising of any kind.

So the scheme does not bri business as stated in their guaran contract. My attorney said th contract is not worth the paper t printed on. I had considera trouble with the scheme, as also h three other merchants of Leban Pa., who don't wish to discuss matter. I think we all are ashar of ourselves for being victimiz with a $400 scheme which is worth more than about $135 $150 at the most. I would adv Mr. C. C. Travis, of Winds N. Y., and Mr. W. H. Myers, Horseheads, N. Y., to keep har off.

JOHN S. SHOPE
Annville, Pa., January 29, 19

Jots From a Jobber's Note Book

Mr. Robert Stewart, proprietor of the Corby-Cobb Co., made some wise remarks about canned peas during the week. "Business in peas is quiet just now," he said, "especially in futures. Many packers are offering future peas, and occasionally a jobber is buying a few, but there is no incentive to buy any except to protect one's trade in private brands of fancy grades, which are scarce on spot. You can buy a grade of spot peas for 65 cents to-day which is fully as good as was sold last year for future delivery at 90 cents. The reason is that last year's pack was very large and the bulk of it ran to standard grades. Present spot prices are undoubtedly below the cost of production, although it cannot always be told what the cost of packing peas is. The pea packers have a peculiar way of fixing their costs. They expect to make their money out of the fancy grades, and as no two batches of peas ever run the same, the packer cannot tell until the entire batch has been sifted, and separated, and packed, what the cost of each lot is, and how the cost will divide itself among what the packer gets of the different grades from the batch. To-day peas are cheap. The retailer can sell a splendid quality at 10 cents a can, and even below, and there never was such a chance to push them and make some extra money."

* * *

George S. Washington, of James & Washington, merchandise brokers, believes that the immediate future of the pea beans market depends on the demand from abroad. "The market to-day is extremely firm," said Mr. Washington during the week. "We have been advised that at the convention of Michigan bean growers, just over, almost everybody was bullish about the market. At that convention sales of beans were made for early summer delivery as high as $3.50 per bushel in a large way, f. o. b. Of course beans are not selling on spot in the East at anything like that—they can be bought in a large way around $3.20. Whether that price will hold depends on the success of the speculators. The New York warehouses are full of beans, held by speculators, waiting for the foreigners to bid more money. If the bid gets high enough and the holders sell and these beans leave the country, the markets here will probably advance. If the foreign bidders don't bid high enough, the beans will be unloaded on this country and the market will break. I believe the holders could sell their beans at $3 and make money.

THE JOBBER.

Collection Agencies Operating Portland, Ore., Must Now File Bond.

The Portland (Ore.) City Comm sion recently passed an ordinance wh will compel all collection agencies erating in the city to be bonded to amount of $500, and to pay a licen of $50 annually. It is said that eit a cash bond to the amount defined the ordinance or a bond from a r ognized bonding company alone will accepted as a guarantee of honora performance of collections by the ag cies. It is said that the big bondi companies have already announced t they would not furnish bonds to coll tion agencies.

Museum of Safety Confers Hono on the Diamond Match Co. for Producing the "Safe Home Match."

The persistent efforts of match m ufacturers to produce a match whi will readily ignite by friction, yet free from accidental ignition and fr causing injury because of poisonous gredients, have apparently been succe ful at last. At the recent exposition the American Museum of Safety New York City, one of the ten spec gold medals ordered struck in recogn tion of special effort toward the p motion of safety, was conferred on A. Fairburn, vice-president of the Di mond Match Co., who has long labor toward a safer match and health working conditions of the factory for The company was also awarded a go medal for its latest product and t demonstration of improved worki conditions in its factories.

Ever since the law prohibited the u of white sulphur in matches, because its menace to the health of the facto force, match makers have been seeki chemical compounds which would both safe and effective and a mat construction that would minimize f risks. The testing machinery shown the exposition was a revelation of ho completely this has now been acco plished—non-poisonous friction co pounds, heads that rats won't e sticks that are uniformly strong a won't break with ordinary usage, stic that have no afterglow when blown o heads that light only when struck c actly on the tip, and then only at t right degree of friction, and can stored up in ovens heated up to 5 degrees of temperature without lightin —these are a few of the improveme accomplished in recent years.—Advt.

You Can Increase Your Sales and Profits

¶ You can stimulate your trade and promote your business by using our "High grade—low price" Egg Cartons.

W. A. SCHURMANN & CO.
237 Diamond Street : Philadelphia, Pa.

Parcel Post Free

Set of Standard Dry Measures, ½-pk., ¼-pk. and qt.	$0.75
Butcher's Frock Coat, each	1.50
Grocer's Long Aprons, half dozen	1.50
Hanging Bag and Twine Holder	.75
Swiss Cheese Slicer	3.50
Cheese Knife, 12 inches, tinned blade	.75

Write for My No. 25 Catalogue

I. F. HEACOCK, 51 N. Second Street, Phila., Pa.

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde,** Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.
Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

Recommend RUMFORD

The Wholesome Baking Powder

Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is, that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.
To please and hold trade

"RECOMMEND RUMFORD"

Rumford Chemical Works, Providence, R. I.

The Special Price

ON

NONE SUCH MINCE MEAT

"LIKE MOTHER USED TO MAKE"

CONTINUES

Until Further Notice

$10.80 per Gross

(Except in the Far West)

(90c per Dozen)

in straight ¼-Gross Cases

AND

½-Gross Cases (3 pkgs. free)

Ask Any Jobber

MERRELL-SOULE CO.
SYRACUSE : : : NEW YORK

Some Good Advice by Request.

Ain't it funny that a bunch of my friends should just hit this week to write me for advice about things? Another funny thing about it is that all of 'em forgot to slip in a five spot. I ought to be paid for my advice and what I ought to do when I get a letter asking for it, without any coin, is to send it back. But all these fellows forgot to put in even a 2-cent stamp, and as I'm a little short of change this week it's cheaper for me to answer 'em than to spend postage to send 'em back.

Here's a letter that comes from the heart:—

> Dear "Stroller":—I saw a letter in the "Modern Merchant and Grocery World" some time ago about weevils. The man that wrote that letter don't know what weevils are. I have more weevils in my store than I have customers, and I am writing to you in the hope that you, being the wisest man in the world, can help me out. Let me tell you what my weevils did. I have so many that the other night after the store closed they called a meeting and got up an association, and when my boy went down to open up the next morning they would not let him in. I finally got in, but only by promising to buy them all little fur coats so they would not get cold at night. Please tell me what I can do?
>
> Yours,
> Horace Ass.

There are two things you can do, Brother Ass. A great many grocers who are afflicted with weevils like you are—I mean like you *have*—hire a herd of trained elephants. Elephants are poison to weevils—they run after them and catch them in their beaks. I should write to Sears, Roebuck & Co. and rent a herd of trained elephants. Whether you should get three or six depends on how big your store is. I think on the whole you had better get six. Turn 'em loose in your store over just one night and I give you my word as an English gentleman that the next morning you won't have a measly weevil in the place.

There's another thing you can do. Some night when the weevils are quiet have your clerks swoop down on 'em and tie 'em hand and foot. Then have a special sale of 'em as bait for fishing. Weevils make bully bait for fishing. Science tells us that that well-known fish, the pullywoolo, to give him his Latin name, will swim a thousand miles for one look at a weevil.

Don't give trading stamps with the weevils when you sell 'em for bait; it is considered bad luck.

You see, Brother Ass, how small your trouble really is. You thought it was big, but I simply turned the big light of my mammoth brain on it, and puff, out she goes!

As the celebrated poet, Dr. Henry Diabetes, says:—

> The blackest cloud has a silver tip,
> Look a weevil firmly in his face and
> give him lots of lip.

Don't thank me, Horace. I shall have my reward in Heaven.

> Dear "Stroller":—Here's a very delicate family matter in which I ask your help. I am a young man, 22 years old, married to a lady of 71. In spite of her old age she wears no false teeth. In fact, she wears no teeth. The marriage was a business one, arranged by my parents, owing to the fact that my father owed the old lady $11.60 for a second-hand buggy and could not pay it. My wife has fallen in love with my oldest clerk, whose age is 69, and the other day when I objected she whipped me before the customers with her bare hand. Shall I committ suicide, or kill the guilty pair, or sell the business and seek success in new lands?
>
> Yours,
> Jamie Peewee.

Oh Jamie, how horrible! My heart goes out to you. Being somewhat of a detective your letter makes it plain to me that your little wife chews tobacco. I should wait until some time when the old lady's mouth is pretty full up with tobacco juice and should then insert a large whole banana in it, being careful to first remove the skin. The lady having no teeth will make the experiment a cinch. Press the banana gentlemanly but firmly downward. What happens is this: The banana acts as a peristyle, as it is called in science, and pushes the two quarts of tobacco juice which is on hand up into the lady's brain and drowns her. I have tried the experiment myself three times with some of my wife's relatives who for no reason at all had refused to make me a trifling loan, and it usually works inside of three minutes.

After the scheme has worked, the banana can be withdrawn and sold at a reduced price.

> My Dear "Stroller":—I am a tall and handsome man, being full 5 feet 4 inches, chest measure 22, abdomen 46. I have a beautiful set of whiskers, covering the entire lower part of my face. They have never been cut—all I do is to clean then out in spring and fall. You may well believe that a man such as I am is particularly attractive t his lady customers, and I have ha to fight against trouble of that so ever since I started in busine about 15 years ago. I can tru fully say no lady customer has c kissed me, though I have had t always on the watch to prevent t There is one of my lady custo now who is hunting me particul hard. When I am waiting on she tries to comb my whiskers w her hands and when I reprove she calls me "cutey," a pet name t does not fit me at all. She is ma ried and so am I, and I d know what to do. I am afraid pursuit of me will succeed if I not have help from you.
>
> Respectfully,
> R. Foolish Fat.

My sympathy is yourn, R. F ish. I know just what to do. it happens, I've got to be in town on the Fourth of Febr Make a date for me with this d Tell her what a peach I am al side of you, and if she ever sa she'd never look at you again. see you have to do things like in order to get rid of her. Be that, it's all true. That night take her out and blow her i some spearmint and by the that evening is over your trou be gone. From your descripti yourself I have a hunch we a good bit alike, but I have that go right through a woma

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which y would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all t store appliances used by retail merchants on file in this office. You c see them if you call here, or we will send you any information fr them which you want.

As to any other things, we have a staff here which is pretty exp about most things connected with merchandising. It is entirely at yo service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we c do for you the longer we can keep you a subscriber. It is straig business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

ll this girl that if we like each
I could make that town may-
vice a week. If she's got any
I might even give up my job
ve there. Be sure to make the
good and strong now, or it
not work, and don't forget that
doing all this for *you*.
eaking of lady customers, ain't
the very devil? I often wish
some, so I could study 'em,
tific like, more closer as it
. I'd hate to be in the retail
ess! Gee whiz, but I'd be in
vater all the time. I can't keep
away from me at all. I often
ny wife I wish the good Lord
made me homely, and she al-
says I have me wish, but she
mean it.

THE STROLLER.

**llers Seem to Want Manufac-
rs to Fix Retail Selling Prices.**

is stated that in answer to the
whether dealers favored standard-
n, the Eastman Kodak Co. and the
Reach Co. received answers from
90 per cent. of the retailers carry-
heir goods, and in each case 98 per
voted for price maintenance. A
ar census taken by the Waterman
tain Pen Co. showed 98.5 per cent.
ing that form of merchandising.
of 1,405 replies received by the
gg Toasted Corn Flakes Co. to the
question, only eight dealers were
ist the maintenance of uniform
s, and out of 6,000 votes by retail
lers in the Hamilton Watch Co.
only three opposed the enforce-
t of standard prices.

Not a Luxury

The many uses and economy of

MAPLEINE

classify it as a necessity that goes far and costs little. As a flavoring it is very satisfactory.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

They All Come Back for More

¶ In selling necessities of life a little at a time to lots of people, you get your customers to call at your store frequently.

¶ That's one of the big advantages you secure in handling

Fleischmann's Yeast

Used in Dozens of Dishes

Borden's Peerless Brand Evaporated Milk Has a Big Sale for Cooking Purposes

BORDEN'S EVAPORATED MILK is not only used for tea, coffee and cereals at the table, but many delicious dishes can be made from it. It is better than raw milk for many dishes, because it is so rich and creamy. Encourage your customers to bake cakes, cookies, doughnuts, to make soups, pies and croquettes with BORDEN'S EVAPORATED MILK. They will be pleased with its flavor and quality and will become steady purchasers, thus increasing your sales. All your customers buy milk and YOU ought to sell it to them; you can if you try. BORDEN'S EVAPORATED MILK is made by the most modern process—only the water is taken out of the milk and absolutely nothing is put into it. Our constant advertising and established reputation makes BORDEN'S EVAPORATED MILK easy to sell.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

WHAT TO TELL CUSTOMERS

"You can always depend on **BORDEN'S EVAPORATED MILK** because it is made from the richest cow's milk by a sanitary process that preserves all its food value and creamy richness. Try it this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

CCXCVI.—Something More Concerning the Assigning of Book Accounts as Security for Secret Loans.

I have received a letter from a Michigan lawyer, apropos of one of these articles, which so completely describes some of the difficulties that a business man encounters when he starts to sue on a debt owed by a debtor in another State, that I have resolved to publish it, with some comment. The letter comments on an article published a few weeks ago, describing the plan of the National Credit Men's Association to have all States pass a law making it unlawful for business houses to assign their book accounts, unbeknown to their creditors, as security for a secret loan. The letter raises the point that such a law might interfere with the practice of many business houses of assigning claims in other States to lawyers in those States, so that the latter can prosecute the claims directly, without being bothered by having to go into court representing an out-of-the-State plaintiff. This is often done in this way: A, a Pennsylvania jobber, has a claim against one of his customers, B, an Ohio retailer. B does not pay and A finally sends the claim to C, a lawyer in B's town with instructions to sue. In all States B's position as suing for an out-of-the-State plaintiff, will involve considerable trouble that would not be present if the plaintiff resided within the State. It will particularly necessitate putting up a bond for costs. The theory of the law as to the bond for costs is that the plaintiff is outside the State, and therefore beyond the jurisdiction of the court in which he is suing. If the case goes against him he will become liable for costs, but cannot be made to pay them, because a judgment against him for costs would only be good within the State, and the plaintiff does not live within the State. Therefore he must put up a bond to pay the costs if he loses the case. To get around this, many out-of-the-State concerns go through the form of assigning the claim to the resident lawyer whom they have employed to bring the suit. He then becomes the plaintiff, and as he is located in the State there is no need of a bond for costs.

The letter I am about to reproduce makes the argument that the National Credit Men's Association's proposed law should not prevent *this kind of assigning* of book accounts, that is, that merely done for the purposes of bringing suit. I will reproduce the letter:—

> The bill to be presented to the Legislature making it illegal to assign accounts receivable may be a good thing if not carried too far, so as to make a rod for their own backs, as the saying is, by prohibiting the assignment of single claims for the purpose of collection.
>
> As you know, in this State, as well as others, in case of suit, a resident defendant can require a non-resident plaintiff to furnish security for costs. Although the plaintiff is worth any amount, or offers to pay costs in advance, or put up the money, the security can be required just the same. I find that it is very hard to make some clients understand that they are required to furnish security for costs, although they have put up the costs in advance, and if the defendant puts in a defense, it is necessary to take depositions, as the plaintiff's witnesses may be too far away to appear in person. Taking depositions causes expense, trouble and delay, and so does furnishing security for costs. The claim may be a just and honest one, but the defendant may want to delay the suit as long as possible, and in the meantime may dispose of his property, and the plaintiff gets nothing but a naked judgment.
>
> To simplify matters and avoid these things, outside clients often assign claims to the resident attorneys for collection, and if the model bill in question prevents that, it will work an injury to the creditors, and that is the reason I am bringing the matter to your notice. If you call attention to the framers of the bill they may make exceptions in such cases, otherwise it may be too late after the bill is passed.

I have reread the bill which the National Credit Men's Association will ask all State Legislatures to pass. It does not directly or indirectly prevent creditors from assigning book accounts to their lawyers, merely for the purpose of enabling them to bring suit more conveniently. Only the following kinds of transfers will be prevented when the bill becomes a law:—

> 1. Secret transfers of accounts receivable within the period hereinafter fixed shall be void as against the creditors of the transferrer.
>
> 2. By "secret transfers" is meant the transfer of accounts receivable within the 60-day period, (1) out of the regular course of business; (2) without notice to (a) debtors, (b) creditors, or (c) by registration as hereinafter provided.

In assigning a claim to a lawy the latter is merely an agent— creditor still owns the claim actly as he did before. The tional Credit Men's Associ isn't seeking to interfere with kind of transaction.

(*Copyright, February, 1915, b Elton J. Buckley.*)

—

Question: "K.," Philadelphi W. F. owes me $3.94. He pai with a $15 check, receiving $1 in change. The check was dr on the Broad Street Bank, R mond, Va., in favor of Mrs. W signed with the name of Mrs. brother J. W. L. and endorsed Mrs. W. F. When check was turned unpaid I got in touch Mrs. F., who said she had n seen the check before. I wrot the apparent maker of the chec W. L., who said he had never an account in any Richmond and knew nothing of the check. F. has been working for a mo picture firm in Trenton, N. What can I do?

Answer.—If Mrs. W. F. an W. L. tell the truth, W. F. guilty of obtaining money u false pretenses and a warrant be issued for his arrest.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Sermonette.—With apologies to Billy Sunday. "Whatsoever thy hand findeth to do, do it with all thy might." Dig deep into your job and do it up brown. The Lord gave you life and strength. The rest is up to you. Laziness is an abomination before men and angels. If you are lazy you go to —— hindmost.

The injunction strikes at the very root of things. It doesn't say let thy hand do it softly, it doesn't imply that the work is to be glossed over so as to please the eye of men; no, sir, the command is, "do it with *all your might.*"

* * *

Behold the shore wrecks that left "might" out of their work. Acquaint thyself with the bread line and the pork bench.

Get "might" into your system and crush that puny, sick, devilish, poison habit that daubs and dawdles and dreams, putting things in the wrong place for convenience sake, shoving new shelf stock in front of the old, sweeping up bags and prunes, sleepily and stupidly putting up specked oranges and apples, scattering dirt with a feather duster, letting two tens and five linen bags of sugar go instead of wa back for a twenty-five.

Still you grunt because you a kept at the same old pay and n same old position. In heaven's why shouldn't you be? The won you are there at all.

Born that way? Don't accuse th mighty of divine imperfections. sin of slip-shodness is on your shoulders and every deliberate a this sin that you commit brings nearer to the beginning of the en

Wake up, man, give yourself shaking. If you have got a w liver or a night before, late hour ing gait, cut out the cause and the will take care of itself.

Be among the bright fellows wh things with all their might. Do a jay, which is the inner name "good fellow."

Serve your employer like a m man of action, a man of thought feeling, a man of a clear head clean heart, with good, tense mu ready to apply the "might" at any of the game. These are your q inheritance, live them, act them, may peace and joy and plenty be forever.

estion: Snader & Co., Adams- Pa.—How can a person who a lot of ground and wants to it to another party or friend resent do same in the simplest The owner wants to give it while she is still living, not ng until after death, by a will. free. A clear title can be ; no debts.

nswer.—The simplest, and in the only way to do this is for wner of the land to make a directly to the person it is ; given to. The latter should put it on record in his county rder of Deed's office.

the person conveying the land rried, the wife or the husband, e case may be, must join in the

—

TE.—Requests for information in department should tersely set out ll all the facts bearing on the case, all questions should be carefully ed to avoid misconstruction. Write ne side of the sheet only. Letters ld be received at this office not than Tuesday of each week to en- an answer in the Monday's issue wing. The signature and address he writer must accompany all in- ies, and will be published unless is a request not to do so. All iries received will be answered out charge. Address all communi- ns to Legal Editor "Modern Mer- t and Grocery World."

---

tom of the Trade in Weighing Poultry.

dge Hibbard, in the District Court ittsfield, Mass., recently made a find- in connection with a case of alleged ng of short weight in chickens, h is both interesting and important. court found that although the sell- of chickens by gross weight does rd a chance for fraud when the or- are given over the telephone, there no evidence of fraud in the case nst the defendants and His Honor satisfied that in the cases under sideration the findings should be guilty," which finding the court rdingly rendered. The court held it is not fraud to sell by gross ght, that is, by undressed weight, vided there is a custom to that effect.

Deliver Your Goods in Sanitary Metal Baskets

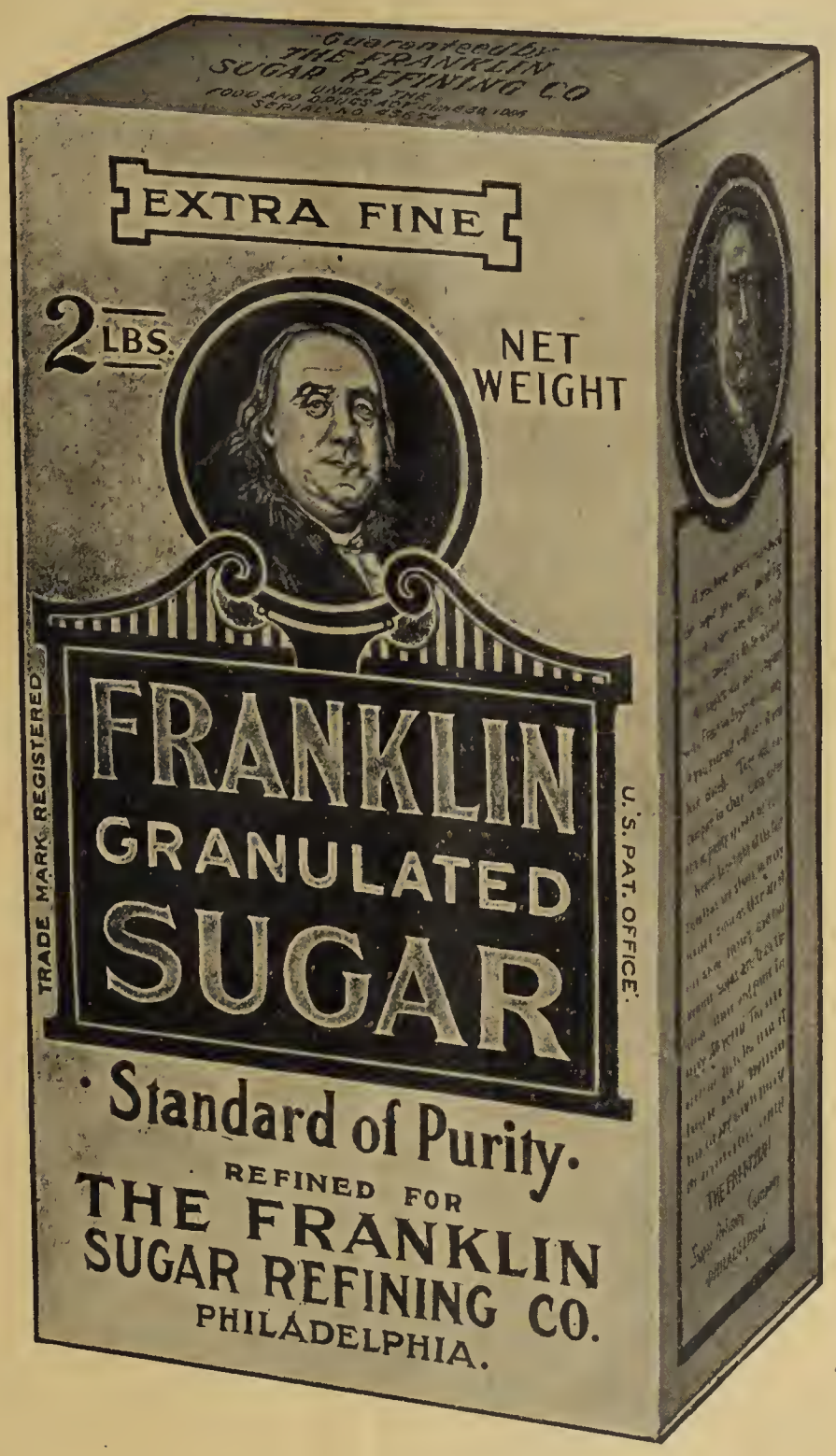
These baskets are made of galvan- ed iron, reinforced and strengthened as to last a long time. Being per- rated, they are self-cleaning, also seless to the housewife enabling you sell your wooden boxes.

Sanitary Galvanized Iron Metal Bas- ets are *economical* because they save pace; *durable*, will outlast three of e old kind; *modern*, brings delivery stem up to date; *cleanly*, no place r dirt to stay.

rice, $4 to $6 per dozen on baskets hold- g from one to four pecks. Order to-day

anitary Metal Basket Co., Lafayette, Ind.

This is the FRANKLIN CARTON



that makes it possible for you to make a profit on sugar instead of selling it at a loss, because it saves the labor and time of putting sugar in bags, saves you the cost of bags and twine, saves you from losing by overweight.

You can buy all fast selling grades of sugar in FRANKLIN CARTONS.

FRANKLIN CARTON SUGAR is packed in CONTAINERS of 24, 48, 60 and 120 lbs. capacity, according to the grade.

Ask your jobber for further information.

The Franklin Sugar Refining Company

PHILADELPHIA

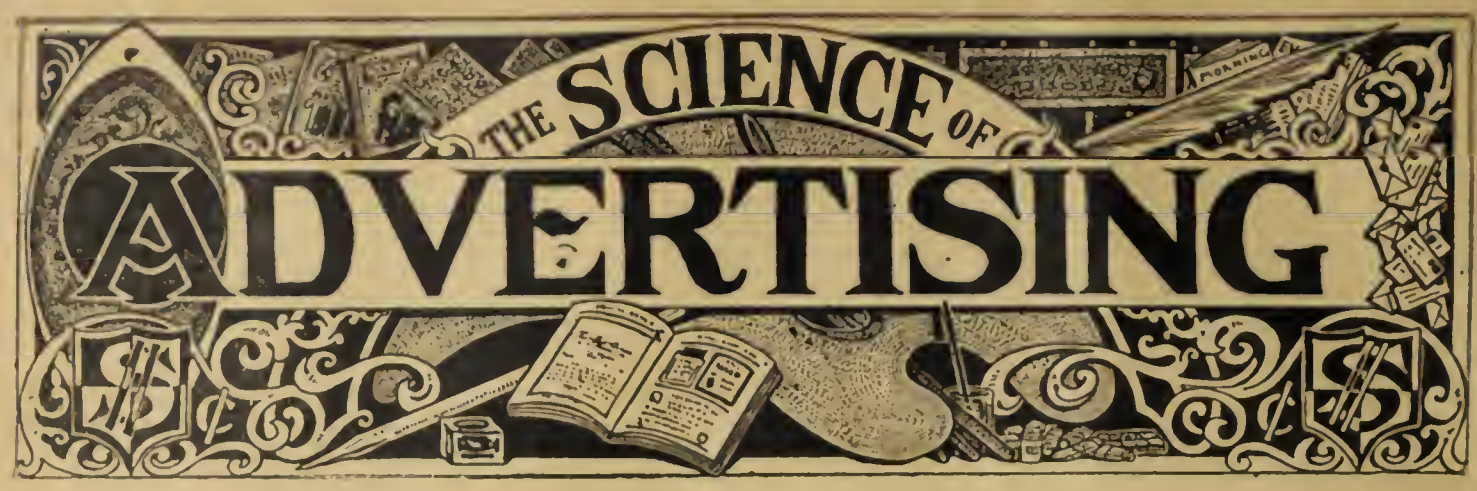
"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"This is the famous **FRANKLIN CARTON SUGAR.** The carton keeps the sugar clean and dry and won't burst in your basket or closet, like a bag. Notice the quality and purity as well as the convenient **CARTON.** I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Erie, Pa., December 28, 1914.

Editor "Science of Advertising."

Dear Sir:—I am sending you three of the latest editions of our "Store Paper," which is issued weekly and is still very young, being established a periodical only about two months ago.

Your severest criticism will be greatly appreciated.

The writer would like ideas for weekly offerings to keep up interest in the paper, if you can suggest same.

Thanking you in advance for the courtesy of a reply, and wishing you a happy and prosperous New Year, I am,

Yours truly,

J. B. Hug.

Mr. Hug is getting out a very good looking little paper. It has four pages, 5½ x 8½ inches, and the cover is printed in combination of black and red or green and red. The paper is of good quality and so is the press work. On the inside pages the printer hasn't always used the best taste in the combination of type, but nevertheless the general effect is very good. I am reproducing the cover page, also both inside pages, much reduced:—

Bell Phone 1009 J — Mutual Phone 857

HAPPY NEW YEAR

Issued Weekly by

Jacob B. Hug Grocery

Tenth and Raspberry Streets Erie, Penna.

January 1, 1915

Vol 1 — *No. 4*

If I were Mr. Hug I don't believe I would give up the entire first page to a cover. It isn't necessary and it wastes considerable space. I notice that on all his issues the fourth page is blank. If expense is a consideration with him, I should reduce the size of my paper somewhat if I did not care to advertise more stuff than he has advertised, and fill, say, half the first page and the second, third and fourth pages with the matter. As for putting matter on the first page, he can get all the title he needs in half the first page, or even less than half, leaving the balance to real advertising.

* * *

I notice that Mr. Hug uses a mixed style in his advertising. For instance, he talks a little about sauer kraut, then a little about new goods, then a little about tomatoes, and then quotes prices without saying anything about the articles which they represent. If I were running a retail store I would never

—THE—
JACOB B. HUG GROCERY

Wishes everyone of its patrons and friends a Happy New Year. May the day be warm and bright with the realization of a good year's history and a better one to come. We take pleasure in thanking you heartily for your co-operation during the past and ask that we may again have the pleasure of serving you with good goods during this year. Nineteen Hundred and Fifteen

SAUER KRAUT

On Wednesday of each week, we have on sale our Home Made Sauer Kraut, cooked with Pork and Weiners, prepared German Style. The Kraut is packed in crocks and is delivered in time for 12 o'clock dinner. Try a crock for next Wednesday, order it now. The price is Twenty-five Cents

New Goods Received This Week

Canned Gooseberries — Pride of Egypt Brand
Canned Pitted Red Cherries " "
Canned White Cherries " "
Canned Red Raspberries " "
Canned Black Raspberries " "
Canned Blackberries " "

18c. *the Can*

These canned fruits are very fine qualities of the less expensive variety and are packed in two pound hermetically sealed tins

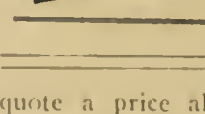
TOMATOES

THOMAS BRAND — WHOLE PACKED

20c. CAN

Are an exception in quality. Being packed whole they afford the opportunity of having sliced tomatoes during the coldest weather at a very small price. Five whole tomatoes to the can

CODFISH — Honest Value, Extra Fine — The Box 20c
MACCARONI — La Diane, French Elbow — The Pkg 15c
SPAGHETTE — Straight, — Large Pkg 15c
OLIVE OIL — Beaumarchand Brand — Quart Tins $1.25
Finest French Oil Obtainable



quote a price alone unless it was an especially low price. I would find something to say about everything I advertised or I wouldn't advertise it, unless it was offered at a cut price. Mr. Hug hasn't done this very much—he has enlarged upon most of the articles he has advertised—but I never see the need of doing it at all. I have never seen much advertising value in the kind of matter which appears under the heading of "cheese." Most of the kinds quoted are just ordinary cheese—there is nothing notable about them. I can see advertising in such matter as "Some Little Known Kinds of Cheese," followed by a few lines of description for several kinds of unusual cheese. But to merely quote a list of ordinary cheese is not advertising, in my judgment.

* * *

On the whole, however, Mr. Hug is doing good, enterprising advertising, creditable to his store from every standpoint, and he will doubtless sharpen it

CHEESE

The following list includes only a few varieties of the large stock of Cheese we have on hand at all times. Let us fill your wants

Club Cheese, our finest — 26c. a Pound
Roquefort, French Society — 60c a Pound
Served with Bent's Water Crackers
Wisconsin — 28c a Pound
With that fine cheese flavor
Edam, new made, just in — $1.50 Each
Pineapple, game, just in — 85c. Each
Limberger, Algeuer Style — 25c Brick
Camembert, Pikanto, Individual — 12c Each
Zig-Zag — 15c Each
Edelweis, Med. Tins — 35c Each
This is Imported Cheese and is very scarce
Switzer, Imported — 50c a Pound
Sage Cheese, the old fashioned kind — 30c a Pound

ARE DELICIOUS — SERVED WITH CHEESE

SPECIAL!
IT WILL PAY YOU TO BUY
SUPERLATIVE FLOUR
NOW

EIGHTH BARRELS $.80 — QUARTER BARRELS $1.53

This high-grade Spring Wheat Superlative Flour is the finest milled in Duluth and sells regularly for ninety cents a half sack

HOME BLEND COFFEE
Twenty-Eight Cents — The Pound
Try it and be convinced

up as time goes on. Almost anything can be used as a weekly offering, providing you are willing to sell it cheaply, but goods at popular prices go best.

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NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Here is a Brand New and Novel Scheme.

A brand new and quite novel scheme is being tried in some of the towns of Northern New Jersey, as far south as Trenton. It consists of opening what are usually known as "Economy Stores," which, as their name implies, are supposed to sell cheaper than the ordinary store. And they can, without doubt. But one clerk is employed, and when he goes out to lunch he shuts the store till he gets back. There is no cashier, no boy, no delivery, no advertising. The clerks are paid a fair salary, usu around $13 to $15, and a percentag the sales. The Atlantic and Paci Co. are operating a number of stores in upper Jersey and Lehi Co. are operating several in Tren

Pennsylvania Organizatio Notes.

On January 18th Mr. Smedley dressed the Steelton Business Men sociation. The meeting was we tended and much interest was fested. It was a get-together every merchant being invited, w a member or not. For an assoc only one year old, much progre been made. President McNear pre and after the Organizer's addre marks were made by Secretary head, Mr. Wheatfield, burgess town; Vice-President Eckels, Tre McGinnis and Messrs. Long and The annual report was read a showed a comfortable balance i treasury. Lunch was served an balance of the evening was spent cial conversation.

* * *

The Lancaster Association ha cided to join the State organizati

* * *

On January 25th the Organizer ited the Trevorton Association an was welcomed by practically every chant in the town. A splendid me was held, after which an adjourn was made to the dining room of hotel, where a most bounteous s was served. Three new me handed in their names for me ship. President Cooper and Seer Derck are hustlers and are leadin Trevorton merchants to achieve The organization expects to carry from Meadville one of the Pennsyl Plan awards.

* * *

The annual banquet of the Haven Business Men's Association held at the Fulton House on Ja 21st. Covers were laid for 200 every seat was filled. Some late could not be taken care of in the dining room. The attendance inc judges, lawyers, merchants, prin and superintendents of the local county schools, ministers and the representative men in the city. a most elaborate menu had been cussed, President Shaffer, actin toastmaster, rapped for order and brief talk outlined the scope and jects of the association. He said: past year was one of formation, year must be one of action." And masterly fashion he outlined wha expected the association to accom Speeches were then made by Dr. principal of the State Noral Sc Professor Hunt, superintendent o Lock Haven schools; S. D. Furst torney of the association; Prof McCloskey, superintendent of sc of Clinton County; Hon. M. B. member of the Legislature. The speaker was Organizer Smedley, talked on organization. At a late the banquet adjourned, all agreeing

been a most pleasant affair. The stra furnishing the music was up of business men. Souvenirs at each plate and consisted of pencils from Borden's Condensed Co., chocolate buds from H. O. ar & Sons, carton sugar from the klin Sugar Refining Co., an ad- ing balloon from Corn Products For a young association the Lock n organization is doing wonders he town. It meets regularly and members are added at each meet- Secretary Elliott is the right man e right place.

* * *

e Mt. Carmel banquet on January Particulars in the next issue.

* * *

e Organizer has accepted an invi- n to speak at Shamokin in the near e. Secretary Forsythe is a new in- ent of the office, but he is making . We have been promised co-op- on by the leading merchants of the

* * *

l preparations are under way for ig district convention at Pottsville February 18th. There promises to large attendance.

* * *

Ir. Smedley addressed the Nazareth iness Men's Association on January

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hubarb from Michigan is somewhat vidence at 90 cents per bunch; de- d light.

SAVE TIME RISK MONEY

Invest $25 to $75 in a Schick All-Steel Baling Press—the capital will be returned to you inside of a year, with liberal interest besides. The paper, straw, rags, shavings, excelsior, etc., you now burn up, or pay someone to haul away, can be baled and *sold at a good* price—if you use the

ALL STEEL Schick FIREPROOF

BALING PRESS

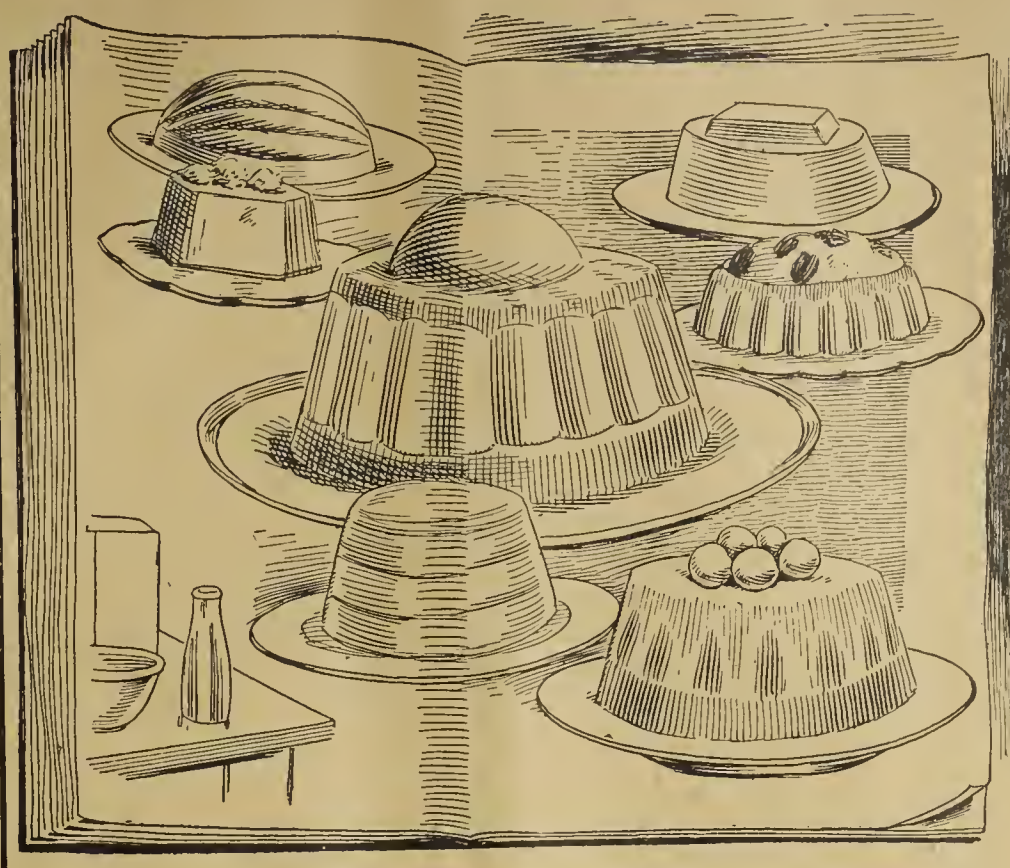
Absolutely fire-proof—takes up little room—provides safe storage for waste and eliminates fire risk—lowers insurance rate—pays for itself and earns money for you. Right size for every shop, store or factory—sold on

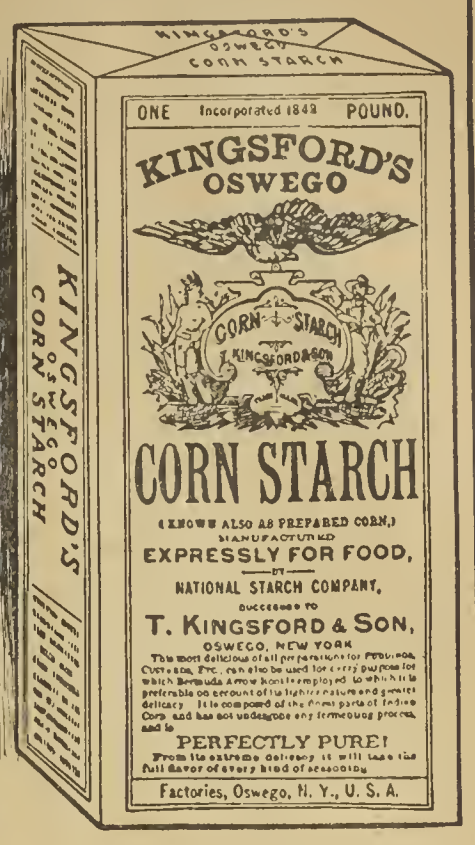
TEN DAYS' FREE TRIAL

Write to-day for catalog No. 64. **FREE TRIAL OFFER** and information about selling waste at a profit.

Used in Uncle Sam's Post-Offices

THE DAVENPORT MFG. CO.
DAVENPORT, IOWA.





The Corn Products Cook Book Helps You Sell Kingsford's Corn Starch

Above is a drawing of the center pages of the CORN PRODUCTS COOK BOOK in which we print dozens of recipes for the use of KINGSFORD'S CORN STARCH, with the actual dishes handsomely illustrated in colors. We distributed millions of these books during the last year to housewives throughout the country.

Your customers would buy more KINGSFORD'S CORN STARCH if you kept it on display at all times, because most of them have the Corn Products Cook Book. KINGSFORD'S CORN STARCH has been the standard for over sixty years; it is famous for its delicacy and absolute purity. It SELLS better than any substitute or imitation because it *is* better. The sale of KINGSFORD'S is not only well established, but it is rapidly increasing.

Write Us for FREE Store Helps That Will Increase Sales

We'll gladly send you, FREE, cut outs, window trims, hangers, cards, etc., so that customers who have seen our advertising will be reminded of KINGSFORD'S when in your store; this will increase your sales and bring you many dollars of added profits.

The National Starch Company
NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"KINGSFORD'S CORN STARCH will enable you to add many dainty and nutritious dishes to your menu. Let me put a package in your order to-day."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

SPECIAL SALE PLANS—ORIGinal—trade pulling—with full instructions for operating and advertising—prepared by experts in this line since 1904. The price, a trifle. Address W. E. Severs, Manager United Sales and Advertising Co., McLeansboro, Ill. 5

WANTED

I WANT TO BUY A GOOD SECOND-HAND NATIONAL CASH REGISTER.

I am in the market for a good second-hand cash register, National preferred. Must not be too old, and should be a check thrower. Need not necessarily be the largest type machine. Absolutely must be in perfect shape. Address D. S., care Grocery World Publication Co., 927 Arch St., Philadelphia.

WANTED.—I wish to buy a good second-hand McCaskey register of about 200 to 240 accounts. I do not want an old, worn-out case, but must be modern and in good condition. Price must be attractive. Will pay cash as soon as register is received and found to be all right. Give description. Address G. A. Rodgers, Jersey Shore, Pa. 6

WANTED.—A duplicating machine that will take a sheet 10 x 12 inches, using ink for printing. No gelatine composition machine will be considered. Address A. R. Newton, Falconer, N. Y. 5

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazlenut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of $2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co, 927 Arch St., Philadelphia.

STORES

FOR SALE.—Stock and fixtures of an old-established grocery store. Would do well with fresh meats and delicatessen. Will sell to a quick buyer for $825. Address corner Sickel and Market Sts., West Philadelphia. 16

FOR SALE.—An old-established corner grocery and provision store. Would be an excellent stand for delicatessen and fresh meats. Will sell at the low figure of $850 if sold at once. Address corner Fifty-fourth and Addison Sts., West Philadelphia. 16

TO RENT.—New modern store; fine location; manufacturing town of 15,000; pay roll weekly; moderate rent. Address Harry E. Swan, 168 Main St., Hudson Falls, N. Y. 9

FOR SALE.—Stock and fixtures of an old-established corner grocery store. Good stand for fresh meats. Will sell at the low figure of $850 if sold at once. Apply D. C., care Grocery World Publication Co., 927 Arch St., Philadelphia. 15

FOR SALE.—Meat, grocery and provision business in strictly newly developed section must be sold at once on account of owner's illness. If sold within the next two weeks, will sell at a bargain. But understand store must be seen to value appreciation. Business about $600 weekly. Very low rent. Address S. C., care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

FOR SALE.—General store for sale in good town of 1,000 people, doing $30,000 business; three years' lease on store; cheap rent; a snap for live man. Price $3,500. Address C., care Grocery World Publication Co., 927 Arch St., Philadelphia. 7

FOR SALE.—In the best section of Germantown, old-established meat, grocery and vegetable store. A fortune in a few years for an ambitious young man. Doing at present $550 to $600 weekly. Owner retiring from business Address E. S. B., care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

FOR SALE.—General store in flourishing town of 1,000, with splendid farming surroundings, about seven miles from Trenton. Doing a cash business. Best store in town. Splendid opportunity. Good reason for selling. Call on or address S. M. Rothenberger, Pennington, N. J. 9

FOR SALE.—Stock and fixtures of a corner grocery store, established 15 years. Would be a good stand for fresh meats and delicatessen. Dwelling contains six rooms, all conveniences. Will sell to a quick buyer for $475. Address L. H., care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

FIXTURES

FOR SALE.—A McCaskey Account Register, as good as new. Will hold from 300 to 400 accounts. Cost $150, will sell at half price. For photo and further information, address Ezra Miller, Landisville, Pa. 5

FOR SALE.—One Troemner electric coffee mill, double hopper (pulverizer not in best of condition), stands on floor; 500 volts direct current. Cost about $175, will sell for $50, delivered, as electric company, changing current, pays part of the loss. Address P. J. Leary, Conshohocken, Pa.

FOR SALE.—McCaskey register, 100 accounts; price $18. Address P. Walther & Son, 1403 Good Hope Road, Washington, D. C. 5

FOR SALE.—One electric motor, 2½ horsepower, price $25. One coffee mill, large, $10, f. o. b. Trenton. Address Edw. Braithwaite, 1570 E. State St., Trenton, N. J. 6

FOR SALE.—Two quartered oak ice cream tables, heavy wire legs, and eight chairs to match; will sell at sacrifice. One 10-quart ice cream freezer, never used. Address Keyser & Smith, 3800 Westfield Ave., Camden, N. J. 6

MISCELLANEOUS.

FOR SALE.—Two direct current, 220 volts, electric ceiling fans; just overhauled and in excellent condition. Would not sell, but for the fact direct current has been discontinued in our section of the city. Cost $35 apiece new, would sell for $7.50 each, f. o. b. Trenton. Address Geo. Minschwaner, Centre and Ferry Sts., Trenton, N. J. 10

FOR SALE.—Cashier's office; almost new. Apply Wm. J. Lomas, 4228 Germantown Ave., Philadelphia. 5

BUSINESS OPPORTUNITIES.

WANTED.—Am now in cash retail grocery business, doing well. A store next door, running 5 and 10-cent goods, wants to discontinue; would like to find some one to buy him out and run the same line, or would join a reliable young man around 30 years of age and run a cash grocery and gents' furnishings, also a line of shoes. Address W 100, care Grocery World Publication Co., 927 Arch St., Philadelphia. 5

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock. 51 N. Second St., Philadelphia, Pa 12tf

WANTED.—A hustling young man or boy for general merchandise business who is not afraid to work or long hours and who is already holding a position that he has had at least 18 months. Very good wages to start and an advance every six months as long as he gives satisfaction. Write full particulars and if interested will arrange an interview at convenient place. Address C. E. Engel, Union Bridge, Md. 5

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The Philadelphia Electric Co.

Tenth and Chestnut Streets

1845

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'This is the date **Knight's Coo Extracts** first decorated groce shelves. Time, skill and expe ence combined have added to t perfection of these goods ea year. If an old lady or a ch is sent for a cooking extract wit out being told to get a certa brand, they'll ask for **Knight's** instinct. This name natura identifies itself with flavori extracts in their minds. It's household word and stands for t highest standard of excellence.

KNIGHT'S

Cooking Extract C

No. 211 ARCH STREET

PHILADELPHIA, PA.

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New York Attack on Package Goods Arouses Well Known Olive Oil Co. to Strong Argument

Pompeiian Olive Co. Tells New York Committee That Sale in Bulk Would be a Retrogression. Raises Point of Sanitation and Security to Consumers.

The attack of the New York Mayor's Food Committee upon package goods, published last week, which took the attitude that they were chiefly responsible for the high cost of living, has aroused widespread attention. Protests have been sent to the New York committee from various factors in the package food business, notably by the Pompeiian Olive Oil Co. of Baltimore, Md., whose protest was more argumentative than most of the others. The text of the Pompeiian Co.'s paper is as follows:—

Mayor Mitchel's Food Supply Committee, City Hall, New York City.

Honorable Committee:—Your bulletin No. 9, entitled "Buy in Bulk—Not in Packages," issued January 18th to the purchasing public, is very interesting and should prove of immense value to the purchasing public.

The title, however, is very misleading. While it is applicable to a good many commodities, it should not be made into a general statement, as many commodities are delivered to the consumer in better condition and at a cheaper price in packages than in bulk. It is those commodities that cannot be delivered to the purchaser in as clean a condition in bulk that are being sold in packages.

The title of your bulletin, "Buy in Bulk—Not in Packages," to our minds is a step backward in civilization—a step backward in merchandising and in economy. The majority of the readers will read only the heading and conclude that your advice is to insist that they get everything in bulk rather than in packages, whereas we do not for one moment believe that was your intention.

When foods are sold in bulk the retailer who sells the goods to the consumer is the only one back of them. He is the only one the consumer can look to for correct weight or measure, absolute purity, good quality and fair price.

There are about 250,000 retailers in the United States and each must be responsible to his customers for the quantity, quality, purity and price of every commodity, while the city, State and Federal authorities will have to retain the services of thousands of inspectors to watch the sanitary conditions, the exactness of weights and measures, the purity and quality of the products sold, and last, but not least, as to the price in each store.

Take even the two most staple commodities in the food line—flour and sugar; they are not all alike.

Is it to be left to these retailers to buy what suits each best and sell it in bulk to the purchasing public, with no guarantee that what they sell is the best that can be had for the money?

This condition existed 25 years ago, excepting that there were not as many retailers as to-day; no pure food laws and no sanitary laws; no weights and measures laws, and no Mayor Mitchel food supply committees. In the last 25 years our forward march in civilization and in merchandising has brought to the surface the modern packer of food products, who takes great pains in selecting, grading and packing the commodities to which he gives his own name. The packer of a packaged commodity that bears his name takes more pains with his goods than the average mother with her children.

Every packer is endeavoring to standardize his goods; to deliver a cent's worth for every cent. He takes advantage of every new thought and invention to reduce the price of his goods, thereby increasing the consumption. Competition is not only a price competition, but a quality competition as well. "The most of the best for the least money" is the motto of every legitimate packer.

The original package idea has come to stay; it is the biggest step forward in merchandising. It guarantees measures, weight, purity, quality, price and satisfaction. It has made almost every store a sanitary store. It places the jobber and retailer in the classes where they belong—distributers; distributers at a very low cost to the consumer. It places the packer in the class where he belongs, devoting his time, capital, energy and knowledge to the assembling, grading and packing of products, remembering that every package bears his identification mark and the name he is so proud of; that his business life depends upon.

If your committee purchases in the open market standard foods that bear the name of the manufacturer or packer, and compare them with goods packed under the distributer's private label, you will find a marked difference. This will show you that it is of the utmost importance to purchase only goods that bear the packer's name. Regardless of the standing of the merchant under whose name these goods are packed, the packer always puts the best under his own name.

Don't be fooled by the thought that the consumer pays for advertising, nor that a food product well advertised involves a great profit for the packer to afford advertising it. Advertising reduces the cost of material, reduces the cost of the container, reduces packing charges and overhead expenses by increasing the volume of business, so that judicious advertising is not an expense, but the contrary.

Those that advertise and expect to sell goods on the strength of advertising alone find to their sorrow that advertising is only an adjunct to merchandising; the first essential is to produce or pack an article of merit to be retailed at a fair price. The advertising is to let the people know that you have succeeded. It persuades the public to try the goods once; the quality and price must make it a household article afterward.

When the Pompeiian Co. entered the olive oil field, about seven years ago, a four-ounce bottle was called a half pint, an eight-ounce bottle a pint and a sixteen ounce bottle a quart. The four-ounce bottle retailed for 25 cents, the eight-ounce bottle for 50 cents and the sixteen-ounce bottle retailed for $1. The sale of olive oil was limited to the new fancy stores who catered to the wealthy classes only. Olive oil was not within the reach of the every-day purchaser.

To-day eight ounces is a full half pint, with the contents plainly marked on every package, and retails everyhere in the United States at 25 cents. A full sixteen-ounce tin retails at 50 cents and a thirty-two-ounce full quart tin at $1. A good many retailers who do a large volume of business sell Pompeiian olive oil even at less than the prices named above, because of their volume of business.

We have our price marked on every tin, so that the retailer cannot take advantage of charging more than the regular rate. Remember that every packer who establishes a fixed selling price plainly stated on the package, is doing so for the protection of the consumer.

We have invested approximately $1,000,000 in advertising and missionary work to get the proper distribution, but not a cent of that was ever charged to the goods themselves. It is carried on our bo as an investment in good will. one buying a package of Pompe olive oil to-day is receiving a c worth for every cent parted w the best olive oil, packed in most convenient package, at least possible price. Our watchf ness commences at the source production.

Food sold in bulk by the aver retailer cannot be called wh pure, as it can't reach the consu free from dirt and filth. W sold in the original package, h ever, it can be delivered exac weight and in quality, pure and c from dirt and at a fair maxim price.

To sum up, the consumer deals rect with the producer when he b original package goods. The p ducer is directly responsible to consumer, while the jobber and tailer only act as the agents of p ducer and consumer. They ar brokers and work on a very commission scale. They guard interests of the consumer against unfair manufacturers of ferior commodities.

The Wheatena Co., in adver ments published in the New papers, also took a whack at committee in these words: "Be Mayor Mitchell's Food St Committee. Don't attack all p age goods until you examine al judge impartially. General s ments are unfair and liable to injury."

How Far Short of Marked Weight Packa Goods Can Come in Pennsylvania Without Subjecting Seller to Prosecution

State Weights and Measures Department Presents Variati For Package Goods Under New Pennsylvania Law.

The new Pennsylvania Act of 1913, prescribing standard weights and measures for various commodities, including package goods—which latter must be labeled with their net weight, measure or numerical count—provides that the Chief of the Bureau of Standards shall prescribe reasonable variations from full weight for package goods. Thus the law recognizes that package goods will vary slightly, without suspicion of fraud, and if the variations do not go beyond a certain percentage, the packer or the retailer, as the case may be, will be excused.

Under this provision the State Department has prescribed the following variations. If a piece of package goods falls short more than these percentages, the seller will be held guilty of false labeling:

TABLE OF VARIATIONS.

Ale (bottled),	1 pt., ½ oz.
Ale (bottled),	½ pt., ¼ oz.
Asparagus,	1 lb., ½ oz.
Bacon,	1 lb., ¼ oz.
Baking powder,	½ lb., ⅛ oz.
Baking powder,	¼ lb., 1-16 oz.
Beans (all kinds),	1 lb., ½ oz.
Beef (corned),	1 lb., ½ oz.
Beef (sliced),	1 lb. ½ oz.
Beer (bottled),	1 pt., ½ oz.
Beer (bottled),	½ pt., ¼ oz.
Beets,	1 lb., ½ oz.
Biscuits and crackers,	1 lb., ¼
Butter,	1 lb., 1-16 oz.
Cement,	50 lb., 2½ lbs.
Cherries (canned),	1 lb., ½ oz.
Chicken (boned),	1 lb., ½ oz.
Chili sauce,	8 oz., ¼ oz.
Chili sauce,	1 lb., ½ oz.
Chocolate,	8 oz., ⅛ oz.
Chocolate sauce,	4 oz., 1-16 oz.
Chow chow,	8 oz., ¼ oz.
Cider,	1 qt., 1 oz.
Cocoa,	8 oz., ¼ oz.
Cocoa,	4 oz., ⅛ oz.
Cocoanut (shredded),	¼ lb., ¼
Cocoanut (shredded),	½ lb., ½
Coffee,	1 lb., ½ oz.
Corn,	1 lb., ½ oz.
Corn flakes,	1 lb., ½ oz.
Cordials,	1 qt., 1 oz.
Cordials,	1 pt., ½ oz.
Cream of tartar,	¼ lb., ⅛ oz.

★POMPEIAN OLIVE OIL

Pompeian Olive Oil Is Always FRESH—And Why!

THE Dealer who sells Pompeian Olive Oil is urged by us never to order more than a THIRTY-DAY SUPPLY. No extra discounts are given him on LARGE Orders,—and in consequence Pompeian Olive Oil is always "New Stock"—FINE and FRESH.

Each and every Shipment of Pompeian Olive Oil, which comes to us in Casks from Abroad, is stored in cool, dark, glass-lined Tanks; kept like butter is kept in a Creamery. It is packaged from day to day to meet the demand. In this manner the full "Fruity Flavor" of the choice Mediterranean Olives is retained. Pompeian Olive Oil is MORE than just PURE—it is Tasty and Palatable.

Pompeian Olive Oil is never sold in bulk. You may purchase it in full-measure Half-pint, Pint or Quart SEALED Tins—air-tight and light-proof—from Grocers and Druggists. Order a Tin today!

POMPEIAN COMPANY, INC., GENOA, ITALY

American Office, Baltimore, Md.

★POMPEIAN OLIVE OIL

Crisco, 1 lb., ⅛ oz.
Dried fruits (all kinds), 1 lb., 1 oz.
Dried fruits (all kinds), ½ lb., ½ oz.
Farina, 2 lb., ¼ oz.
Fish flakes, 1 lb., 1-16 oz.
Flavoring extracts, 4 oz., 1-5 oz.
Flour, 49 lb., 10 oz.
Flour, 24½ lb., 6 oz.
Flour, 12 lb., 4 oz.
Flour, 5 lb., 3 oz.
Flour, 2 lb., 2 oz.
Fruit juices, 1 qt., ½ oz.
Fruit juices, 1 pt., ¼ oz.
Gin, 1 qt., 1 oz.
Gin, 1 pt., ½ oz.
Gin, ½ pt., ¼ oz.
Ham (potted), 1 lb., ⅛ oz.
Herring in tomato, 1 lb., ½ oz.
Herring (kippered), 1 lb., ½ oz.
Honey, strained, 1 lb., ½ oz.
Ice cream powder, 4 oz., ⅛ oz.
Jam (see preserves).
Karo, 1 lb., ½ oz.
Ketchup, 1 lb., ½ oz.
Kechup, ½ lb., ¼ oz.
Macaroni, 1 lb., ½ oz.
Macaroni, ½ lb., ⅛ oz.
Milk (evaporated), 1 lb., ⅛ oz.
Milk (condensed), 1 lb., ⅛ oz.
Mince meat, 1 lb., ¼ oz.
Molasses, 2 lb., ½ oz.
Noodles, ½ lb., ¼ oz.
Oats, rolled, 1 lb., ¼ oz.
Oleomargarine, 1 lb., 1-16 oz.
Olive oil, 8 oz., 1-16 oz.
Olive oil, 32 oz., ½ oz.
Oyster cocktail sauce, ½ lb., ⅛ oz.
Peanut butter, 8 oz., ¼ oz.
Peaches (canned), 1 lb., ½ oz.
Pears (canned), 1 lb., ½ oz.
Peas (canned), 1 lb., ½ oz.
Peppers, 1 lb., ¼ oz.
Pickles (sweet), 1 lb., ½ oz.
Pickles (relish), 1 lb., ½ oz.
Pineapple (canned), 1 lb., ½ oz.
Plums (canned), 1 lb., ½ oz.
Post Toasties, 1 lb., ½ oz.
Porter, 1 pt., ½ oz.
Porter, ½ pt., ¼ oz.
Preserves (all kinds), 1 lb., ½ oz.
Pumpkin, 1 lb., ½ oz.
Pumpkin, 2 lb., ¾ oz.
Rice, 1 lb., ⅛ oz.
Salad dressing, 1 lb., ¼ oz.
Salmon, 1 lb., ⅛ oz.
Shrimp, 1 lb., ⅛ oz.
Soap powder, 1 lb., ½ oz.
Soups, 1 lb., ½ oz.
Spaghetti, 1 lb., ½ oz.
Spaghetti (cooked), 1 lb., ¼ oz.
Spices, 4 oz., ⅛ oz.
Spinach, 1 lb., ½ oz.
Starch, corn, 1 lb., ¼ oz.
Strawberries (canned), 1 lb., ¼ oz.
Succotash, 1 lb., ½ oz.
Sugar, hard, 1 bbl., 1¼ lb.
Sugar, hard, in bags, 100 lb., 8 oz.
Sugar, powdered, 1 bbl., 2 lb.
Sugar, powdered, in bags, 100 lb., 13 oz.
Sugar, confectioners', 1 bbl., 2 lb.
Sugar, all soft, in bags, 100 lb., 1¾ oz.
Sugar, granulated, pkgs., 25 lb., 2 oz.
Sugar, granulated, pkgs., 5 lb., 1 oz.
Sugar, granulated, pkgs., 3½ lb., 1 oz.
Sugar, granulated, pkgs., 2 lb., ¼ oz.
Sugar, granulated, pkgs., 1 lb., ¼ oz.
Syrup (table), 1 lb., ½ oz.
Syrup (maple), 1 lb., ½ oz.
Tomatoes (canned), 1 lb., ½ oz.
Tongue, 1 lb., ¼ oz.
Tryphosa, 5 oz., ¼ oz.
Vinegar, 1 qt., ½ oz.
Whisky, 1 qt., 1 oz.
Whisky, 1 pt., ½ oz.
Whisky, ½ pt., ¼ oz.
Wine, 1 qt., 1 oz.
Wine, 1 pt., ½ oz.
Wine, ½ pt., ¼ oz.

The following exemptions have also been provided. They are products which are not subject to the law at all:—

(1) All dry commodities sold in package form weighing three ounces or less.

(2) All commodities sold in liquid form weighing one ounces or less.

(3) All packages selling for 5 cents or less.

(4) All confectionery sold in package form which sells for 10 cents or less.

(5) All garden, flower or lawn seed and all seed in package form which sells for 10 cents or less.

(6) The provisions of the act exempt all drugs, medicines, chemicals or pharmaceutical or proprietary preparations used as medicine, and toilet preparations.

The Most Elaborate Plan on Record to Popularize Canned Goods Has Just Been Launched

Committee of Well-known Men of the Trade in All Sections of the Country Will Try to Raise $200,000 to Educate Public to Know Canned Goods for What They Are. Expert is Engaged to Increase Consumption. Details of the Plan.

The most elaborate and the strongest campaign to increase the popularity of canned goods has just been launched, with headquarters in New York City. The committee in charge is as follows:—

W. D. Breaker, of U. H. Dudley & Co.
A. P. Williams, of R. C. Williams & Co.
Frederick A. Taylor, of Borden Condensed Milk Co.
A. L. North, of North & Dalzell.
G. W. Cobb, of American Can Co.
W. B. Timms, of Austin, Nichols & Co.
Frank Aplin, of J. K. Armsby & Co.
Theodore Whitemarsh, of Francis H. Leggett & Co.
Charles M. Ams, of Max Ams Machine Co.
Frank Tilford, of Park & Tilford.
Ernest Biardot, of Franco-American Food Co.
Robert B. Smith, Jr., of Great Atlantic and Pacific Tea Co.
Rollin P. Grant, of Irving National Bank.
H. J. Luce, of Acker, Merrall & Condit.
George D. Dearborn, of American-Hawaiian S. S. Co.
John Onwake, of United States Printing Co.

The plan which this committee will endeavor to work comprehends the raising of $200,000 which will be spent in educating the public as to the excellence of canned products of all kinds. An expert has already been engaged—R. Wayne Wilson, who handled the Ceylon tea campaign several years ago—and he will direct the enterprise if the money is obtained. To raise the money local committees have been appointed in all States of the Union.

The committee's description of the plan, which it calls the "United States Canned Food Educational Campaign," is as follows:—

We plan the raising, through subscriptions from the individual members of the food canning industry, and of all the trades—notably the grocers, the brokers, the machine and supplies trade and the label, the seeds and nursery men—in any way affiliated therewith, of $200,000, to be expended for a series of educational articles to take the form of "editorial advertisements," the same to appear once a week for one year, in the leading dailies and in a selection of the household magazines, and to discuss the true value of canned, in contrast with the (so-called) fresh foods. This may seem a large amount, but it must be a large sum in order to cover what we wish to accomplish. And it is understood that no subscriptions are in force unless the entire $200,000 is subscribed.

We believe we can raise it.

This committee will canvass the metropolitan district for subscriptions. And it desires to procure the formation of auxiliary committees in some 80 trade centers throughout the country, which will undertake similar work in their tributary territories.

Since there are some 10,000 concerns in the food canning and affiliated trades, subscriptions from a fair representation from that number, commensurate with their interests and means, would yield the amount required; and—since all suffer from the ill-founded prejudice which alone prevents the universal consumption of those products—they should come forward readily.

The following well-known men of the trade have been appointed local committees to work for the plan in all States:—

Maine.—Eastport, Ernest Nichols; Portland, W. F. London; Bangor, T. R. Savage.
New Hampshire.—Keene, E. F. Holbrook.
Massachusetts.—Boston, F. R. Priest; Springfield, J. G. Merrick (Sturtevant, Merrick Co.).
Rhode Island.—Providence, Geo. Midwood (H. Midwood's Sons Co.).
Connecticut.—New Haven, Le Grand Cannon.
New York.—Albany, E. F. Ward; Utica, D. B. Simmons; Syracuse, W. B. Cherry (Merrell-Soule Co.); Rochester, E. Franklin Brewster; Buffalo, Geo. Wallace; Binghamton, E. S. Truesdell.
Pennsylvania.—Scranton, John T. Porter; Pittsburg, H. W. Dunlap; Philadelphia, T. A. James & Co.; Easton, Fred. Drake (Drake & Co.).
New Jersey.—Trenton, J. Blackwell; Bridgeton, W. S. S[illegible]cus; Newark, V. Parker Wil[illegible]son.
Delaware.—Dover, Richardso[illegible] Robbins.
Maryland.—Baltimore, T. J. M[illegible]han; Frederick, Chas. B. St[illegible] (Monocacy Valley Canning C[illegible] Bel Air, W. E. Robinson.
District of Columbia.—Wash[illegible]ton, F. E. Gorrell.
Virginia.—Richmond, Walter L[illegible]man; Norfolk, T. S. Southgate.
West Virginia.—Wheeling, E. [illegible] Baer (Baer Grocery Co.); P[illegible]kersburg, Jos. Park.
North Carolina.—Wilming[illegible] Brown Bros.
South Carolina.—Charleston, W. Van Wagner; Columbia, A. Martin.
Georgia.—Atlanta, J. H. Andre[illegible] & Co.; Savannah, Hass, Buthman Co.
Florida.—Jacksonville, J. W. S[illegible]der; Tampa, Tampa Brokerage C[illegible] Pensacola, B. Jones.
Alabama.—Mobile, A. P. B[illegible] (T. B. Bush Grocery Co.).
Mississippi.—Biloxi, E. L. Duk[illegible]
Louisiana.—New Orleans, J. Dunbar; Shreveport, Read & N[illegible]
Kentucky.—Louisville, Grim[illegible] & Schoo.
Ohio.—Columbus, The Loy-Z[illegible] master Co.; Cincinnati, H. Perkee; Toledo, H. C. Basse[illegible] Cleveland, Sam. F. Haserot.
Indiana.—Tere Haute, Chas. [illegible] Bauermeister Co.; Indianapo[illegible] Grafton Johnson.
Michigan.—Detroit, S. J. Ca[illegible]bell (Lee & Cady); Grand Rap[illegible] Judson Grocery Co.
Illinois.—Chicago, C. E. Wilc[illegible] (Sprague, Warner & Co.); Peo[illegible] Jones Bros.
Wisconsin.—Milwaukee, O. Kuehn; Columbus, Wm. C. Dit[illegible]
Minnesota.—Minneapolis, F. Abernethy; St. Paul, F. S. Ab[illegible]nethy.
Iowa.—Des Moines, L. H. [illegible]ford; Waterloo, Geo. Lichty.
Missouri.—St. Louis, W. G[illegible]dard; Kansas City, Gabel, Johnso[illegible] Harwood Co.
Arkansas.—Little Rock, Deosa[illegible] Cooper.
Texas.—Galveston, B. A. Isa[illegible] & Co.; San Antonio, H. H. Br[illegible]ham & Co.; Houston, B. A. Isa[illegible] & Co.; Dallas, Dallas Mercan[illegible] Co.
Oklahoma.—Oklahoma City, I[illegible] terstate Brokerage Co.
Nebraska.—Omaha, Gabel, Jo[illegible]oson, Harwood Co.
South Dakota.—Aberdeen, H. [illegible] Wells.
Colorado.—Denver, Bancker-M[illegible] Crary.
Montana.—Helena, Ryan Merc[illegible]tile Co.
Utah.—Salt Lake City, F. J. Fe[illegible]bian.
Washington.—Seattle, E. B. De[illegible]ing; Tacoma, Parrott & Co.
California.—San Francisco, J. Armsby; Sacramento, Mebins Drescher Co.; San Jose, Graham Chase; San Diego, Klauber Wangheim Co.
Los Angeles.—Haas, Baruch Co.

Cheaper Freight Rates on Co[illegible] After February 15th.

Effective February 15, 1915, the [illegible] road companies operating from bot[illegible] lantic and Gulf ports, will apply [illegible] mated weights on green coffees f[illegible] Brazil as follows: In single bags, [illegible] pounds per bag; in double bags, [illegible] pounds per bag. This is a reduc[illegible] from the present basis of one p[illegible] per bag.

rom Our Harrisburg (Pa.) Correspondent

eekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

cial Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa.,
February 5, 1915.

The Pennsylvania Retail Mer-ants' Association has appointed lmer Crow, of this city, as its islative representative. Mr. ow is an ex-president of the State sociation and will do what he n for the trade during the pres-t session.

* * *

The Uniform Partnership Bill s been introduced in the Senate Senator Jenkins, of Philadelphia. is is the same bill which has been ssed in many other States, reduc-g the laws relating to partnership a uniform basis. There will be opposition to it and it will prob-ly pass.

* * *

Representative Garner has intro-ced in the House the usual bill pealing the mercantile license w. This has been introduced at ery legislative session in Pennsyl-nia for probably ten years, but it s never gotten anywhere because always encountered the vigorous position of the State government. heir only argument against it is at the State needs the money.

* * *

A bill has been introduced in the enate making it unlawful to pur-ase or attempt to purchase goods, ares or merchandise, or to obtain attempt to obtain credit under a lse or assumed name. There is nsiderable speculation as to how r this bill, if it passes, will go, as e law at present allows a man to o business under any name he kes, and a very large number of dividuals throughout the State re doing business under some com-any name, which may be consid-red an "assumed name" under this ill.

* * *

Representative Maurer, repre-enting the labor interests, has in-roduced in the House a bill estab-ishing one day of rest in seven, and rohibiting the operation of any actory or mercantile establishment n Sunday unless a schedule is filed with the State Commissioner of Labor. The act is not to apply to janitors, watchmen, men who at-tend fires, care for live animals, or set sponges in bakeries.

* * *

Representative Hollingsworth, of Chester County, has introduced a bill providing for a new system of meat inspection to be operated by the State Live Stock Sanitation Board.

* * *

An Anti-Monopoly bill such as has been passed in New Jersey, Kansas, Michigan and several other Western States, has made its ap-pearance in the Senate, having been introduced by Senator Daix, of Philadelphia. It prohibits, under fine of $500 or one year's imprison-ment, discrimination in the sale of commodities by selling them lower in one community than in another, where the intent is to destroy com-petition or acquire a monopoly. There is nothing in the bill which will prevent the making of one price for one community and an-other for another community where the intent is merely to carry out some legitimate business plan or meet competition.

* * *

A bill prohibiting the coloring of paste foods, such as macaroni, spa-ghetti and noodles, has been intro-duced in the Senate by Senator Gerberich, of Lebanon County. This is in line with the recent rul-ing by the United States Govern-ment.

* * *

Senator Beidleman, of Dauphin County, has introduced a bill regu-lating the sale of goods in bulk. This is the Uniform Bulk Sales bill which is introduced by the National Conference on Uniform Legisla-tion. Almost every State in the Union now has a bulk sales law, but hardly two of them are alike, and the idea of the National Confer-ence is to make them standard and uniform throughout the United States.

* * *

A request that the Pennsylvania legal cold storage limit be extended from 9 months to 12 on general foodstuffs and from 8 months to 12 on eggs, with a further extension privilege of 30 days, subject to the approval of State food inspectors, has been sent here during the week, addressed to both Houses, by the Philadelphia Board of Trade. These provisions are contained in the cold storage act recently advo-cated by the National Commission for Uniform State Laws. The Board recommends that the present State law be replaced with the stat-utes advised by the commission. Similar action is expected by the Philadelphia Commercial Ex-change. There is general expecta-tion among the members that radi-cal amendments will be made to the cold storage food law this session, particularly the extension of the time limit, probably to one year.

R. O. M.

Counter Display and Repeat Sales

A SMALL space on a grocer's coun-ter, used for displaying National Biscuit Company products, will help in a quick turnover. These goods are of first quality and their cost to the consumer is small. The packages carry the air of appetizing goodness and sell themselves.

The successful grocer sees opportunity in goods strongly advertised in a national way. He sees the value of meeting the strong conviction in the mind of the house-wife produced by forceful and repeated advertising. He knows that repeat sales of worthy goods are the best profit-makers.

A good display of National Biscuit goods will tell the woman customer in a flash that you carry a good assortment of these nationally advertised, high quality, oven-fresh goods.

NATIONAL BISCUIT COMPANY

Reputation

as you know, helps the sale of an arti-cle wonderfully. When it comes to yeast, do you know of any other that has the reputation and prestige of

Fleischmann's Yeast

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

WITH THE EDITOR

The Stevens Bill.

The Stevens bill, the text of which appears elsewhere on this page, is one of the most important measures ever presented to a legislative body. The bill is now pending in Congress, and the committee in charge of it has already held some hearings upon it. It is difficult to form any opinion whether it will pass or not.

The Stevens bill would allow the manufacturer of a proprietary article, such for example, as Ivory soap, to paste upon the box or carton, a notice forbidding everybody into whose hands it came to retail it for less than 5 cents a cake, or at whatever price the manufacturer wanted to put upon it. Every retailer who bought Ivory soap with this label on it would be obliged to sell at the labeled figure.

The act allows the labeled price to be cut only on two conditions. If the retailer who has it on hand is retiring from business he can sell it cheaper, provided he first offers it to the manufacturer and the manufacturer refuses to pay him cost for it. Or if it is damaged he can sell it cheaper also, if he first offers it to the manufacturer and the manufacturer refuses to pay him cost for it.

Many questions arise from a reading of the act. Of course it applies only to interstate transactions. The manufacturers of Ivory soap could use the scheme legally when they sold to a dealer in Pennsylvania, but not when they sold to a dealer in their own State. These necessary limitations to the jurisdiction of a Federal act would doubtless open up holes in the efficiency of the law. There would probably be manufacturers who would not use the act anyway, and others who would use it, but could not do so in their own States. It is a question whether any manufacturer will use the law except those who have nothing to fear from competition. For example, the Ingersoll dollar watch people might use it, for they would not need to fear that some other manufacturer of a dollar watch would refuse to use it and thereby let his watch undersell the Ingersoll. There is no other well known dollar watch. The Shredded Wheat Co. might use the law for the same reason.

But take a manufacturer of laundry soap in the class with a dozen other brands, all fighting for the same trade with about the same arguments. He would be afraid to limit his retail price unless his immediate competitors did also, for it would make his soap higher-priced than the others, which is not a pleasant situation to be in.

The Crux of the Attack on Package Goods.

The squabble in New York over whether package goods increase the cost of living is not particularly new. Package goods have been similarly accused many times before, never, however, by such an important body, and never in quite the same way.

Since the publication of the attack, many manufacturers have answered it, among them the Pompeiian Olive Oil Co., whose able argument for package goods as against bulk goods appears in this issue. Our own opinion is that New York attack won't amount two cents. Doubtless a few pe here and there will be impresse it and buy more goods in bulk, this will make not the sma noticeable difference in the package sales. The fact is consumers want package goods, course they increase the cost of ing—in some cases they undo edly double it. In spite of that sumers want them and they going to keep on buying them. matter what anybody says. P age goods are clean, conven uniform and *familiar*, and those curities are worth something.

Also, the retailer wants to package goods. He can mak larger profit on bulk goods, bu has to do more work to get profit. He also has to shou more responsibility; in fact w he sells in bulk he has to shou all the responsibility.

When the consumer wants to and the retailer wants to sell, New York Mayor's committee a swell chance of interfering, meaning though it is.

Here is the Stevens Bill

Now pending in Congress is a most important bill—the Stevens bill, which would allow manufacturers to fix the prices at which retailers shall sell their proprietary brands. Practically all manufacturers of proprietary goods are in favor of it, and so is a large percentage of the mercantile trade. Those who see the case from the standpoint of the public urge that the bill would create a large number of practical monopolies:—

A BILL

To prevent discrimination in prices and to provide for publicity of prices to dealers and to the public.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That in any contract for the sale of articles of commerce to any dealer, wholesale or retail, by any producer, grower, manufacturer or owner thereof, under trade-mark or special brand, hereinafter referred to as the "vendor," it shall be lawful for such vendor, whenever the contract constitutes a transaction of commerce among the several States, or with foreign nations, or in any Territory of the United States, or in the District of Columbia, or between any such Territory and another, or between any such Territory or Territories and any States or the District of Columbia, or with a foreign nation or nations, or between the District of Columbia and any State or States or a foreign nation or nations, to prescribe the sole, uniform price at which each article covered by such contract may be resold: Provided, That the following conditions are complied with:—

(a) Such vendor shall not have any monopoly or control of the market for articles belonging to the same general class of merchandise as such article or articles of commerce as shall be covered by such contract or sale; nor shall such vendor be a party to any agreement, combination or understanding with any competitor in the production, manufacture or sale of any merchandise in the same general class in regard to the price at which the same shall be sold either to dealers at wholesale or retail or to the public.

(b) Such vendor shall affix a notice to each article of commerce or to each carton, package or other receptacle inclosing an article or articles of commerce covered by such contract of sale stating the price prescribed by the vendor at the time of the delivery of said article as the uniform price of sale of such articles to the public, and the name and address of such vendor, and bearing the said trade-mark or special brand of such vendor. Such article or articles of commerce covered thereby shall not be resold except with such notice affixed thereto or to the cartons, packages or other receptacles inclosing the same.

(c) Such vendor shall file in the Bureau of Corporations a statement setting forth the trade-mark or special brand owned or claimed by such vendor in respect of such article or articles of commerce to be covered by such contract of sale, and also, from time to time, as the same may be adopted or modified, a schedule setting forth the uniform price of sale thereof to dealers at wholesale, and the uniform price of sale thereof to dealers at retail from whatever source acquired and the uniform price of sale thereof to the public, and upon filing such statement such vendor shall pay to the Commissioner of Corporations a registration fee of $10. The price to the vendee under any such contract shall be one of such uniform prices to wholesale and to retail dealers according as such vendee shall be a dealer at wholesale or a dealer at retail, and there shall be no discrimination in favor of any vendee by the allowance of a discount for any cause, by the grant of any special concession or allowance, or by the payment of any rebate or commission, or by any other device whatsoever.

(d) Any article of commerce or any carton, package or other receptacle inclosing an article or articles of commerce covered by such contract and in possession of a dealer may be sold for a price other than the uniform price for resale by such dealer as set forth in the schedule provided in the next preceding paragraph (c): First, if such dealer shall cease to do business and the sale is made in the course of winding up the business of such dealer, or if such dealer shall have become bankrupt, or a receiver of the business of such dealer shall have been appointed, provided that such article or articles of commerce shall have first been offered to the vendor thereof by such dealer or the legal representative of such dealer by written offer at the price paid for the same by such dealer, and that such vendor, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such article; or, second, of such article of commerce or contents of such carton, package or other receptacle shall have become damaged, deteriorated or soiled: Provided, That such damaged, deteriorated or soiled article shall have first been offered to the vendor by such dealer by written offer, at the price paid for the same by such dealer, and that such vendor, after reasonable opportunity to inspect such article or articles, shall have refused or neglected to accept such offer, and that such damaged, deteriorated or soiled article shall thereafter only be offered for sale by such dealer with prominent notice to the purchaser that such article is damaged, deteriorated or soiled, and that the price thereof is reduced because of such damage.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, ng understood that we do not hold ourselves responsible for any views expressed therein. All com- ations must be accompanied by the writer's name and address as an evidence of good faith, but not sarily for publication. All inquiries within our power to answer will also be noticed in this department.

Wants to Sell Oleo.

York, Pa., Jan. 29, 1915.

the Editor.

ear Sir:—I would like to, in connec- with my grocery business, handle erine, and would like you to fur- me with the names of manufac- rs of oleomargarine.

waiting a quick reply, I am,

Yours truly,

E. A. Yeatts.

/m. J. Moxley, Inc., 117 Callowhill et, Philadelphia; J. F. Jelke, Jr., cago, and Swift & Co., Chicago, Ill.

* * *

w York and Philadelphia Commission Merchants.

Greenville, Pa., Jan. 28, 1915.

the Editor.

ear Sir:—I would like to have the ics of commission houses in your who handle butter and eggs. I m only a few of the best. Do you w of any in New York City, as I ship to New York better than ladelphia? We are on the main line of the Erie R. R. If you could favor me with the address of a few in New York, would appreciate the same. We take a lot of butter and eggs in trade and could always have a surplus. Your paper is a great help to my market and could not do without same.

Yours truly,

The Cash Market.

In Philadelphia—John Jamison, Water and Market streets; Nice & Schreiber, 6 S. Water street; Isaac W. Davis Co., 15 S. Water street.

In New York—S. S. Long & Bro., 102 Warren street; T. M. Coughlan & Son, Inc., 172 Duane street; Jas. Rowland & Co., 84 Hudson street.

* * *

Doesn't Believe Proposed Anti-Premium Law Constitutional.

Baltimore, Md., Feb. 1, 1915.

To the Editor.

Dear Sir:—We note from the "Journal of Commerce and Commercial Bulletin," under date of February 1st, that your good paper is quoted in connection with the proposed licensing in every county, city and town of those who give trading stamps, coupons or profit sharing vouchers with goods, and that you refer to the fact that opposition has developed among manufacturers and jobbers who do not handle trading stamps, but who do a premium business.

We do not know whether or not you are in touch with the fact that Florida passed a somewhat similar law two years ago and that the merchants of the State took the mater to the courts. The lower court has decided against the law, and it is now up on appeal to the higher court, with a very strong probability of being declared unconstitutional.

We simply submit this for your information. It may be that we are "carrying coals to Newcastle," and that you are conversant with the facts.

There seems to be an organized effort by some interests to have a bill similar to that offered in Pennsylvania enacted in the various States. We have seen a report of such a bill being offered in one or two other States. Similar bills were offered in a number of State Legislatures at their last session, but were defeated. Incidentally, we who make no pretense of being constitutional authorities, believe that any such law as that is not in accordance with the Constitution of the United States.

Yours truly,

McCormick & Co.

* * *

Something About Fire Insurance.

Medina, N. Y., Jan. 28, 1915.

To the Editor.

Dear Sir:—Please advise me concerning the 80 per cent. co-insurance plan. I have been insuring that way and am wondering if it is the best way.

My policies state that the "written portions of all policies" should read alike. Mine do not, and I would like to know what would be the best form for my use. Below find the forms used by two different agents:—

On his stock of merchandise consisting principally of groceries, provisions and all other merchandise not more hazardous as is generally kept on sale in grocery stores, his or held by him in trust or sold but not delivered or removed; all while contained in the store, cellar and rear additions of two-story metal roof building, known as No. 442 on fire map, and situated on the west side of Main street, Medina, N. Y.

Permission is hereby given the assured to keep and sell for retail trade only, kerosene oil in quantities not to exceed 12 barrels.

The other agent has the following:—

On his stock of groceries, provisions and other merchandise not more hazardous, with the permission to keep five barrels of kerosene oil in store and retail same.

On his store furniture and fixtures, safe, awnings, cash register, stove pipe and fuel. All contained in the two-story brick and stone and frame addition in rear, first floor and cellar building.

Situate on west side Main street, Medina, N. Y., No. 59 on fire map.

Other concurrent insurance permitted. New York standard electricity, lightning and 80 per cent. co-insurance clauses attached. Tariff No. 2,017, rate 1.27.

I assume that the 80 per cent. co-insurance clause applies to both stock and fixtures. Would you use the above? If not, please give form.

Yours truly,

L. E. Young.

We believe the second form to be the best, for the reason that the first one, exactly speaking, doesn't cover fixtures

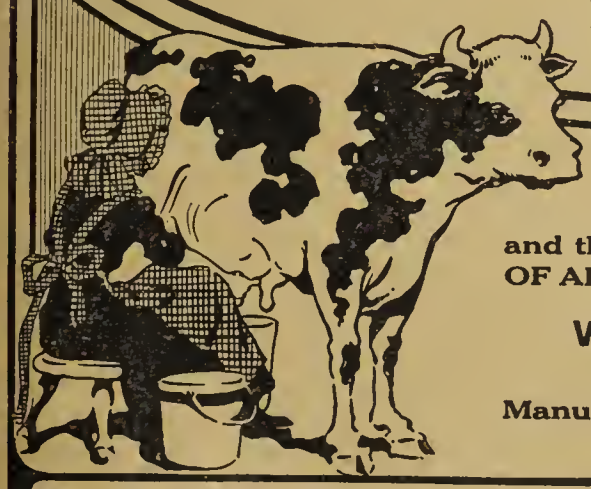
Benefit Your Customers and Yourself

Suggest to your dairymen customers the use of—

Dandelion Brand Butter Color

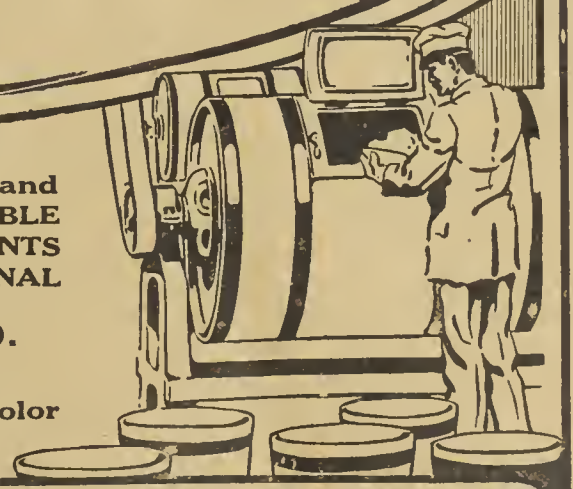
Tell them it gives butter the true June shade, and makes it bring the highest price.

It holds good profits for you.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand Butter Color

The color with the golden shade

Geo. J. Whelan's

THIS IS THE STORY the UNITED PROFIT-SHARIN

WHEN I went into the retail cigar business twenty years ago, I had less trouble in getting customers for my store than I had in collecting the bills which they incurred.

On the face of things, as my books showed, I was making money almost from the start, but I was not long in finding out that no dollar was mine until I had it to my credit in the bank.

Whether they were good debts or bad debts they kept me awake nights.

I had to pay mine or quit.

Another thing that hit me hard was the unfairness of letting the man that bought cigars and tobacco on credit get just as much for his dollar as the fellow who paid me spot cash.

I studied this a long while and finally figured out that I could take the old idea of giving coupons redeemable in premiums and give it *new meaning and values* in Profit-Sharing. I could then put my business on a *cash* basis and make the Profit-Sharing plan hold my trade steady by making it an object to trade with me.

I figured that the man who traded with me right along was earning me bigger profits than the fellow that only came once in a while. I could hold his trade easier and with less expense.

Therefore, the way to keep the steady customer was to give him a share of those profits. If I could do it in a way that made his share of the profits grow in just the same proportions as the trade he gave me grew, I would be treating everybody alike and making it an object for a man to deal with me just as much as he could.

So I started the coupon plan of profit-sharing in a small way, but with this difference from most coupon plans:—

First, I gave as premiums nothing but *standard quality goods,* the kind you'd select when you wanted the best make of any article.

Second, the redemption value of the coupons in merchandise was unusually liberal, so that it was easy to get premiums without any long waiting.

Each coupon was worth two-fifths of a cent in merchandise and I gave eight cents' worth of coupons with every dollar's worth of goods I sold. So every purchase from five cents' worth up earned the consumer a profit-sharing coupon.

He was earning profits for me and his continued trade made these profits bigger than if I depended on transients, so why shouldn't he get his share?

You see, I wasn't asking him to pay more because he got this profit-sharing. My goods had to meet the keenest competition in quality and price and I had to give my customers at lea much value as they could get anywhere else, to hold their t at all.

Now I have told you just the outline of the idea itself— profit-sharing plan that made my first success in the cigar b ness. When we organized the United Cigar Stores, we this plan was absolutely sound and we made it a feature these stores right from the start. This soundness depe upon a high redemption value of the coupons and a rigid that every single premium that we catalogued *must be* a s ard high-quality article advertised in the newspapers and azines and carried in stock at the best stores.

That was thirteen years ago.

And our business grew steadily, and our volume of pr sharing through Profit-Sharing Coupons kept pace right al We kept opening more Profit-Sharing Stations to distribute premiums and kept adding to the lines of goods given as miums until you could get almost anything you wanted c for your own use, wear or pleasure or to give to someone or for the home.

And all the time we had to sell our goods at prices that w meet all competition, otherwise we could not have kept customers.

The coupons *had* to be a share of the pro they earned for us.

Every now and then some manufacturer in some other would ask me if he could arrange somehow to pack Pr Sharing Coupons with his goods. I didn't care much for idea because I knew that if the goods didn't happen to hold confidence of the people, the plan not only wouldn't wor him, but would hit back at the United Cigar Stores.

But recently a number of leading manufacturers of known, trade-marked goods came and urged me to let t make this Profit-Sharing a standard feature of their merc dising. And they gave me a reason for wanting Profit-Sha Coupons that goes right to the heart of one great proble modern business.

Their reason was that if you put two different make goods on the dealer's shelf, both the same in kind, quality price, and one make has the Profit-Sharing Coupons and other does not, the man or woman who buys will select the that earns the Profit-Sharing.

I have always had a lot of sympathy for the dealer's point about so-called "substitution." I believe dealers as are giving the best value they can and carrying as big a va of goods as they can. And when you come along and ask

Story of Profit-Sharing

CORPORATION is telling to YOUR CUSTOMERS

make of goods and he has only some other line which is t as good in quality and price, he can't go out and get you make you ask for unless enough people want it, and you going to take the one he has unless there is some *real* reason y you should insist on the other.

The dealer isn't trying to substitute. He is ying to please the greatest number of cus-mers.

These manufacturers who wanted to pack United Profit-aring Coupons with their goods urged that these coupons uld do away with a lot of so-called "substitution" by build- up a steadier trade for the dealer. This, in turn, would able him to buy to better advantage from the manufacturer, is helping the dealer's profits. And the manufacturer, in n, could then well afford to divide his profits with the con-ner by packing the coupons exchangeable for the most val-le premiums.

could not help seeing that if only those manufac-rers of standard quality goods with established putations for responsibility and honesty could put r profit-sharing into effect, the entire nation would nefit.

Profit-Sharing is in the very air nowadays—here is Henry rd, for example, dividing his profits with the people who lp him earn them. His latest idea now is to give a share of profits back to the man who buys his motor cars when his es have reached the point where he can do so. People are ttling with the high cost of living and this is the best answer it has yet been found—*to enable them to share in the profits y earn for others.*

This is the way the United Profit-Sharing Corpora-on came into existence. It is now fully organized d doing business. Its members consist already of me forty manufacturers of a great variety of prod-ts such as food, household necessities, wearing parel, etc., etc.—in every single instance a standard, ade-marked article.

So a new opportunity for sharing profits is open to the house-fe and, indeed, to every member of the family.

It is the dollar spent on every-day purchases that is most reg-arly spent and, therefore, the dollar that should *regularly* earn profit for its spender. Consequently, the manufacturers ad-itted to the use of this plan are those whose lines will meet e every-day need of the people. The coupons are known as *nited Profit-Sharing Coupons,* and they carry the same per-ntage of profit to the consumer on every dollar's worth of oods as do United Cigar Coupons and are good for the same riety and grade of standard Premiums.

I have been asked to explain why these profits are not divided in money instead of merchandise. You will see the answer instantly when I explain it.

Suppose that you receive four cents in cash with every dollar's worth of goods. You are not a wholesaler and, therefore, you would have to spend your money at retail. The United Profit-Sharing Corporation, because of the enormous business it handles, becomes immediately one of the biggest wholesalers in the country. It can, therefore, buy in the markets of the world in big quantities and at the lowest wholesale prices.

Consequently you get *twice as much value* in merchandise as could be given you in actual money.

It is just as if you invested your cash discount money and doubled it thereby. You invest in goods containing United Profit-Sharing Coupons. These goods earn you, say, a profit of four cents in money value, but this profit is paid to you in just the kind of merchandise you want, giving you twice the value of the money-profit you earned. How much more, therefore, the people are benefited by profit-sharing in standard merchandise than by any other plan that could be devised. It makes their money go twice as far. And yet it does not add one single penny to the cost of their merchandise, for the values and prices of the goods they get are fully as desirable as those of any goods not containing the coupons.

In the past thirteen years merchandise to the value of more than $14,000,000 has been given out as premiums. More than 800,000,000 Profit-Sharing Coupons were redeemed by the United Cigar Stores Co. alone during their last fiscal year. Of these 86¾ per cent. of all the Profit-Sharing Coupons put out by the United Cigar Stores Co. during that period were redeemed—which clearly indicates how fully the people really appreciate the value of these coupons.

Now, with so many manufacturers packing United Profit-Sharing Coupons with their products, literally billions of coupons will be redeemed and profit-sharing with the consuming public will amount to millions of dollars yearly.

I commend the United Profit-Sharing Coupons to the entire public. They offer even for the smallest purchase a share in all profits earned by that purchase and give the people full value in standard goods plus the share of wealth earned by their money which they rightfully should have. It will make a more prosperous New Year for the households of this country.

Geo. J. Whelan

at all. It covers only a "stock of merchandise," etc., "generally kept on sale in grocery stores." Obviously this does not include fixtures, and the question might easily arise, in case of loss, whether the fixtures were insured at all. It doesn't pay to take chances in insurance matters. We advise using the second form, which is much more complete and explicit.

As to the 80 per cent. co-insurance plan, we believe, generally speaking, that it pays to get full protection. Under the 80 per cent. clause a man who is insuring stock worth $10,000 would recover only $8,000 in case of total loss. To be sure, it is only when the loss is total—or at least when it is more than $8,000—that he stands a chance of losing anything, for if the loss is $8,000 he collects in full, and of course if it is less than $8,000 he collects in full.

The difference between the rate on 80 per cent. insurance and full insurance is so small that it hardly pays to get anything but the best. Say that the rate is 2 per cent. The premium on $8,000 would be $160. The rate on $10,000 would be $200, but the companies allow 10 per cent. reduction in case of full insurance, so this rate would be $180, a saving of only $200.

* * *

Address of a Basket Manufacturer.

Elkton, Md., Feb. 3, 1915.

To the Editor.

Dear Sir:—Will you kindly furnish me with the address of the Williams Mfg. Co., who make grocers' baskets. I lost or mislaid their address.

Thanking you very much, I am,

Yours truly,

JOHN S. LEE.

The address is Northampton, Mass.

* * *

The American Grocers' Association Again.

Ashland, Pa., February 3, 1915.

To the Editor.

Dear Sir:—Could you give us any reference concerning the American Grocers' Association of New Jersey? Their representative has been through here trying to solicit members. The scheme is to first buy stock before you can become a member of this association, getting all goods at factory prices. Try and let us know by the 5th inst. anything at all concerning this association.

Respectfully,

CLEARY & BERMEISTER.

Considerable matter has been published in this paper about the scheme mentioned. We have uniformly advised that retailers invest no money in it.

Big Oleo Round-up in St. Louis, Mo.

Twenty-seven persons were last week sentenced in the Federal District Court at St. Louis to imprisonment or to pay heavy fines for violation of the law imposing a tax on colored oleomargarine. Of these, eight had been convicted by juries and 19 had pleaded guilty. Most of the men sentenced were fined $5,000 each. One was fined $10,000. All but one received prison terms ranging from 30 days to 3½ years, the heaviest penalty being imposed on Lester H. Kennedy, who, the presiding judge said, had been the ringleader of the conspiracy.

Has the Atlantic Refining Co. the Right to Do This?

A Subscriber's Warm Complaint That Atlantic Co., Which is the Philadelphia Branch of the Standard, Sells Him Oil at Eight Cents and Then Sells His Customers at Ten. No Retailer Can Meet Such Competition and Live.

The "Modern Merchant and Grocery World" has received the following letter from a Pennsylvania subscriber upon one of the most important subjects that can confront a retail grocer—the moral right of a manufacturer who sells a retailer and relies on that retailer to distribute his merchandise, to then sell the consumer in competition with that retailer, *and at a lower price*:—

Abington, Pa, February 1, 1915.
To the Editor.

Dear Sir:—The writer has been in the General Mdse Business in this town for nearly 30 years and a member of the above firm for the past 16 years. During all these years we have purchased Head-light Lubricating and Harness Oils, Lamps, Globes, Oil Stoves, Oil Heaters, Lanterns, Para Wax, Candles, etc, of the Atlantic Refining Company. The Headlight Oil mostly from their tank wagon for which we pay them 8 cts. per gallon and we retail for 12 cts. Some 4 weeks ago the company started a retail wagon through our town selling at 10 cts. per gallon canvassing every house around our very door. We have refused to purchase oil or any other goods from them, as we feel the company is treating us unfair in expecting to sell us and then canvass our trade, leaving us only the outlying customers where their wagon does not reach. During these 4 weeks, no less than 5 different men from this company have called on us wanting us to resume business with them, which we have refused to do. As we intend to make our purchases wherever possible of independent concerns, we at the same time realize the utter insignificance of our trade to the Atlantic Refining Company, and the futility of anything but submission on our part. Yet underlying and back of it all is that narrow, unbusiness-like unprincipled greed, so seldom manifested among jobbing concerns of to-day. We care not for fair competition nor the loss of the business, but as a matter of principle we feel obliged to protest that, the business world may be informed of such matters.

Very respectfully,
Boutcher & Margerum
Per B.

A copy of this letter was sent to the Atlantic Refining Co., the Philadelphia branch of the Standard Oil Co., and a suggestion made that if it had any reply or explanation we should be glad to publish it in connection with the letter. No reply has been received up to this time.

Very probably there will be no reply, because there is none to make. It is an old habit of the Standard Oil Co.—to sell the retailer and then sell his customer. Even if the company sold his customer at the same price that he did, it would be bad enough, but to sell him at 25 per cent. less, seems considerably like an outrage. It is certain that the average retail grocer cannot pay the Standard 8 cents for oil and sell it at 10. Th is only 20 per cent. gross pro figuring on the selling price, whe as his expense of doing busi will be 17 per cent. Therefore t Standard Co. is deliberately ject jecting the retailer to a competi which he cannot possibly meet a live. That he should be subje to its competition at all is exce ingly unfair, but that he shoul subjected to it on such terms is repeat, an absolute outrage. get his dues, the retailer who 8 cents for oil must get 12 ce Even that only leaves him abo 16 per cent. net profit, which such merchandise as oil, is not a more than fair. Obviously he c not get 12 when the Stand Oil Co. is selling the same oil 10.

Jots From a Jobber's Note Book

There is general expectation that something will happen shortly in the evaporated milk business. Every manufacturer claims to be losing money, with no prospect of things turning any time soon. Prices of evaporated milk are much lower than usual—the prices average $2 and $3 per case, which is about 50 cents below what they should be. The only reason seems to be that too many manufacturers are in the business. At the slightest provocation somebody starts to cut, and that makes the market—the rest don't feel as though they could advance. It is this that is keeping prices down. Then others say that the demand has been considerably reduced by the large number of people out of work, people of this class consuming most of the evaporated milk. Rumor tells of large stocks of evaporated milk in the hands of manufacturers which they cannot sell except below cost. A salesman who recently returned from a tour of New England tells of condensed milk being sold through the retail stores there at ridiculously low prices—as low as 3 cents a tin.

* * *

So far as English goods are concerned, the war situation is gradually smoothing itself out. Some English jams and marmalades are now coming forward, though not many. Crosse & Blackwell's go are coming over with fair regula ity. Hartley's jams are still scar as the English Government co mandeered them for use in t army. Most of the retailers in t country who handle these good all are selling last season's sto English tinned syrup is also comi forward regularly, and there see to be enough to supply the dema About the scarcest foreign specia is Bar le duc, which has been pra tically out of the market for seve months. The principal manufa turer in Bar le duc, which has pra tically been destroyed by the wa wrote an American house durin the week that he could spare h twenty-five cases of Bar le du which of course is little better th nothing. Italian olive oil is co ing forward all right, being entire unaffected by the war up to da There is prospect of a good cro Shelled walnuts are coming fo ward also. There are of course French peas and no French mus rooms and but a few sardines. T food industries of France are de stroyed for the time being.

THE JOBBER.

AMONG THE TRADE.

James J. Reilley, the merchandi broker, has moved to 103 Sou Front street.

The Grocery Markets

Tea.

here is no change in the tea market the week. The entire line is steady firm, lower grades being relatively ier, though showing no advance e last week. Business during the k is reported very good, there being nsiderable number of buyers in the ket. As a rule, however, they are illing to buy except for immediate ts.

Coffee.

he coffee market has been a trifle ker during the week. Futures have l at a slight reduction and this has the effect of making the spot mar- that is to say the market for ac- coffee, rather dull and heavy. This rs to all grades of Rio and Santos ce with the possible exception of No. 7's, which are scarce and firm. d grades are still maintained on the is of a week ago; demand fair.

Sugar.

he sugar market has made rapid ad- ces during the week. All refiners now on a quotation basis of 5.50 for nulated, although it is reported that or two will still take orders at 5.35. ys are rapidly ascending the scale, and the last quotation was 4.64. The cause is backward season in Cuba and the difficulty of getting ships to move the crop. As soon as these conditions straighten out, which they would appear as quite likely to do shortly, the market will undoubtedly decline. The consumptive demand for sugar is quiet.

Syrup and Molasses.

Glucose has advanced ten points since the last report and compound syrup has gone up with it. The advancing grain market is responsible. Compound syrup is quiet, although selling every day, and sugar syrup and molasses are both inclined to be dull.

Canned Goods.

There has been no change in tomatoes during the week. Prices are exactly where they were a week ago, and in the East the market is inclined to be strong. A new factor in the situation is some demand for export to Great Britain. This is not a factor yet so far as quantity is concerned, but might easily become so. No future tomatoes are offered as yet except a few special marks, which are offered at last year's prices. Corn and peas both unchanged, both spot and future. The demand is fair. Apples are still cheap and dull. California canned goods are moving occasionally from first hands, but the business is small. The consumptive demand is fair. Small Eastern staple canned goods show no change whatever and a seasonable demand.

Fish.

Mackerel shows no change for the week. The near approach of the Lenten season has had no effect in improving the demand, which is still rather quiet. There seems to be plenty of mackerel about; more, in fact, than the every-day demand will take care of. Cod, hake and haddock are unchanged on last week's basis, but the feeling is not very strong. Salmon unchanged throughout and in light demand. Domestic and imported sardines are all unchanged.

Dried Fruits.

Prunes are quite dull and nobody seems very much interested. Prices are firm and about unchanged for the week. Peaches and apricots both dull, with no particular change in quotation. Raisins are very dull; prices unchanged. Currants, dates, citrons, figs—all unchanged and in quiet demand.

Beans and Peas.

Pea beans show a rapid and sharp advance for the week and to come forward: the quotation is now $3.50 per bushel in a large way. On spot secondhands holders who bought cheap are shading the market about 15 cents. A combination of shortage and speculation is responsible for the present high prices. Marrows are unchanged and show no indication of advance. California limas are about ten points higher for the week; demand fair. Green and Scotch peas unchanged on last week's basis. Demand very quiet.

Provisions.

Everything in smoked meats, including picnic, regular and skinback hams, bellies and bacon, is steady at unchanged prices, with a fair consumptive demand. Pure lard is firm at about ⅛ cent advance, and Cuban is firm at ¼ to ½ cent advance. The demand for both is moderate. Canned meats and barreled pork are in light demand at unchanged prices. Dried beef seasonably active at unchanged prices.

Butter.

The demand for high grade fresh butter is very good, and the market is firm at an advance of 2 cents. Medium grades are a little more plenty and have advanced only 1 cent. At this advance they are firm. Stocks of butter are about normal for the season, and the quality is about up to the standard. The outlook is for an increased consumptive demand with no material change in prices.

Eggs.

The receipts of new laid eggs are increasing as the season advances and the market is so sensitive that prices advanced 1 cent per dozen during the week. The weather will almost control prices of eggs for some time to come. Fresh eggs are absorbed on arrival and

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¶ The New York attack on Package Goods, so far as it includes nationally advertised Package Goods, will react upon itself.
¶ Consumers now refuse to take one make of bulk goods to-day and possibly another make to-morrow.
¶ When they find a brand that suits, they want to know they can get it again when they want it.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

the market is firm with a fairly strong outlook if seasonable weather prevails.

Cheese.

The consumptive demand for cheese is increasing considerably, and the market is firm at ½ cent advance. The advance is caused largely by the very heavy demand for export. It is reported that 48,000 cheese went out of New York last week, consigned to European points. The market is firm throughout, and further slight advances are more likely than any decline.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

There has been activity in the evaporated apple market here the past week, brought about by a better demand from exporters.

Prime quality has sold at up to 6⅛ cents, in carload lots, with 6¼ cents generally asked.

Choice is held at 6½ to 6⅝ cents, in carload lots, with fancy up to 7½ cents.

The above prices are for the goods in 50-pound boxes. Shippers would want some premium for less than carlot shipments.

Raspberries are firm at 25 cents per pound, f. o. b. in barrels, and very few are offered.

C. C. HALL.
Rochester, N. Y.

Imported Fish Specialties.

There is a very good demand for both Scotch and Holland herrings, but unfortunately, there is only a very limited stock of these goods on hand which is of good enough quality to suit the buyers. This particularly refers to Holland herring. Besides, prices abroad are ruling higher than those which can be obtained here for the goods.

There is a decidely better demand for mackerel, and a better feeling in the trade.

The demand for imported oil sardines continues in a good hand-to-mouth way. Trade is buying regularly, steadily and conservatively, and the market for French, Portuguese and Norwegian sardines is very firm. The catch in Norway, which is now going on, is rather unsatisfactory, which is to be deplored, because stocks are badly needed here.

STROHMEYER & ARPE CO.
New York.

Standard Canned Goods.

Developments during the last week in the canned goods market were watched with much keener interest than usual to see what the effect would be of the publication of the statistics of the pack of tomatoes, corn and peas after the figures had been spread broadcast throughout the country and fully digested by the canners, jobbers and brokers, as well as by the money lenders who cater to the financial requirements of the canners. No pulse beats quicker and faster than that of the money lender when he scents danger in the collaterals which he holds to secure his loans, but he fears no danger in canned tomatoes as a liquid asset, apparently, for there is none except the remote contingencies that attend all such transactions by conservative bankers. Judged by the sales of tomatoes, the jobbers have not lost any of their confidence in the goods. The canners appear to be confident of their position, and seem content to await the increasing demand which they believe is coming. The broker is neutral, as he should be, unless he knows something worth telling. The net result of the week's developments in tomatoes is a slightly firmer market, with a small increase in the demand over the week previous.

The orders for tomatoes came from the same widely separated markets that bought them in good sized lots before the statistics were published, and each order called for rush shipment, indicating that the jobbers have allowed their holdings to run down to the minimum. It indicates, also, that this market continues to be the cheapest source of supply. The No. 2 size is a little bit stronger than the other sizes, due to the increasing popularity of them. The consumption of tomatoes is, evidently, much larger this winter than ever before, keeping pace with the increased output.

Canned sweet potatoes was the star performer. Two weeks ago they were friendless at 75 cents a dozen; to-day they are strong at 90 cents, and look still stronger ahead, because of the increasing demand, especially in the West. A surprising feature in the market is the stiffening up in the price of corn, notwithstanding the large increase in the pack last season. To-day the price is higher than it was before the statistics were published. String beans and spinach are firmer, though not any higher as yet. In the other lines of vegetables there was light business during the week, nothing more than the usual daily small orders for assorted lots, and the price changes were nil.

Pears have been active since the first of the year, all grades from the cheapest water pears to the highest priced quality in syrup. Apples and pineapples are fairly active in small lots. Peaches, berries and cherries are dull and the prices of them are unchanged.

Cove oysters are firm as to prices and quiet as to demand just now.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Boots
Shoes
Findings

Showing Dealers How to Sell Shoes at a Profit. Meeting Chain Store Competition.

How to make merchants who have a shoe annex successful in this particular branch has given much thought to manufacturers who are looking to increase their output and impress their methods of distribution profitably to both parties. It must be admitted that not every general storekeeper is a good shoe man—far from it. Nevertheless, there are doubtless many who are not indifferent to being shown how to conduct the selling of shoes so that their business in the line will be expanded and the sales more profitable. A well-known manufacturer—Selz, Schwab & Co.—conceived the idea of making dealers successful in order to be successful themselves. They regard a merchant handling a line of shoes as the firm's representative in his section of the country.

If the storekeeper is a live wire and knows how to sell shoes the manufacturer's proportion of business from that section will be greater than it is if he only goes about things in a half-hearted way. In investigating the case of one dealer, who had been given up as hopeless from a selling point of view, it was found he was carrying altogether too much stock in proportion to its business. A sharp reduction in the number of styles was advertised and put into effect—from 300 to 100 styles. Then it was ascertained, by keeping track of the call from customers, that instead of cheap grades, which had been stocked exclusively, a better price shoe could be handled to advantage. The change was made, under the direction of the factory's special representative, and a method of window display was devised and carried out. Then local newspaper advertising was recommended and adopted, which completely reversed the store's former narrow policy. In short, the manufacturer took hold of a business rapidly going to the wall, changed its moss-back methods, and as a result it is now a paying proposition on a sound basis.

As Mr. Selz said: "Now if we are to help dealers become more successful, keep them out of the bankruptcy courts, and convert them to the modern w of doing business, we have to work the theory that they need help; that those who need advice. Unfortura too many dealers do not want to be s cessful. In other words, they do want to succeed hard enough to do actual work to that end." As an ample of crass indifference and in petence mention may be made o case of a general storekeeper wh called upon by the company's adv ing manager, who was out in th to see whether he could not inaug a campaign of local newspaper adv ing and doing some trade-up among the backward dealers. As man reached the merchant's stor young woman, evidently of mean just entering, so before making hu known he resolved to watch the sa

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Requirements of a Chain Store Manager.—The following letter was received in my mail Saturday, December 30, 1914. It was from a chain store manager, and instead of answering it directly, I have taken the liberty of doing so by way of the "Modern Merchant and Grocery World":—

Dear Mr. Sweeney:—I have read your articles in the "Modern Merchant and Grocery World" for a number of years and, believe me, I have got a lot of dandy pointers from them, and as soon as the paper comes my way I just hurry over the pages for your "live stuff," as one of our old superintendents used to call it.

What I have been wishing to say is that I am often just eager to do the things you suggest, but my hands are tied, as everything with us is cut and dried, in other words, we are machines and just hand out what the customer calls for. I would like to fix things different and talk to people about higher grade goods and so on, but we fellows must do what they dictate from headquarters. Nevertheless, I learn a lot from your "live stuff" and wouldn't miss it for anything.

This is to thank you for your help and encouragement in the past.

Yours sincerely,

* * * *

The reply:—

My Dear Fellow:—With the elimination of wagon deliveries and credit, and the endless detail necessarily attached to both these systems, your position compared to that of the "regulation" grocery store manager is a cinch. True, the salary may not be so inviting at present. But you are freed from the heartaches and headaches. You miss the jolts and jawings, the hiring and firing and many and many another little peace disturbing, cuss provoking incident far too numerous, and sometimes far too indecent to write here.

You speak of having things and dried for you. This, to a ve great extent, is necessary (I wr from experience). First, because is the desire of the firm to ha their line of stores as uniform possible; second, because an irr ularity can be more easily detec by your inspector, and third, beca the matter of the location of go has been studied out scientifica Yet a striking departure from r ulation display, when it is striki is commended but not encourag Don't take your cut and dried pro osition so seriously. Strike out casionally and watch results. your daily report write on a se rate slip what you have done a the result you had. After a wh begin to write letters about thin little or big, but write directly the point, and that point busine We have one fellow who writes two full pages every day right ter closing hours. He isn't a k er, by any means. He just loves clean out before supper. Anot thing you state that I don't li because you are wrong about You say you are supposed to ha out just what the customer c for. That isn't so. If your su gave you that impression he sur has a gross misconception of one the vital points of his job.

Talk quality, because quality value. Six cent peas won't ma money for anybody, as low as th are. Neither will 7 cent str beans. You're not a machine at You are an intelligent man, or y wouldn't be where you are.

Drop this machine thought a get after business in your own w Put personality and vigor and e nestness into your talk. That's w the firm wants you to do. What they care how you go about a sa In closing I will say you hold t job because you are trustwort sober, prompt, efficient, and beca you are a good-habit man.

It is gratifying to know that Sweeney talks are so thorou appreciated.

Very sincerely yours,
W. E. SWEENEY

ppears that the dealer, however, usy at the time behind the stove. son, a young man of eighteen asked the customer what she d. "I want to get a pair of dark hocs, something like these I have she answered. A merchant with usiness instinct could have quite sold her shoes of some kind, but, d, what happened? "Hey, pa," s back the son, "hev we any dark hocs?" To which the retailer y replied, "Nope," and calmly nued his whittling behind the . It would not be hard to imagine a dealer of this kind would do booklets or any other kind of -up literature. He has to be n, which is done by the efficiency who understands shoe retailing in rious phases, having mastered all ssential points.

other case was a merchant who to do a good business, but had into a rut and claimed that the order houses, chain and depart- stores were ruining his trade. On tigating it was found that the -store competition complained of not at fault. Neither was the lc due to the department store or aggressiveness of the mail-order es. The whole trouble was really ological; that is, in his mind. The er had an idea he was beaten and laid down. All he needed was a ginger pills. These were given in hape of a few sales stunts, and he eft a new man. To meet chain and rtment store competition better rs must be made.

Dry Goods Notions Knit Wear

Underwear and Sweaters.

bers' salesmen who have been out iting general merchants for spring rs on underwear report their book- are running close to the same vol- at this time last year. Stocks of weights in the hands of retailers very small, and that dealers are ng more freely for the spring than looked for. From the orders taken seen that combination suits for women and children are growing opularity every season, and sales- report that nearly every customer d upon is dropping some lines of piece goods and making up their n assortments for the coming sea-

omen's combination suits are being n almost entirely in plain stitch e and without the seams at the . Sales of combination suits to hants in ribbed, mesh and woven e continue to increase at the ex- e of two-piece garments. One of new men's combinations this season onstructed principally of nainsook, tte or some woven cloth, but the back of the garment, from the shoulder to the waist line, is made of a knit fabric.

Relative to the sales of sweaters at retail, the rope or jumbo stitch coats continue to be the popular garment for men. Maroon is the principal color asked for, and from $3 to $5 is the popular range of price. A new garment being shown is made of ribbed fabric between the weight of a jersey and an ordinary sweater coat. These are of a very elastic fabric, suitable either for men or women, and retail at $3.50.

—

Cotton Blankets and Flannels Lower.

Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "Prices on cotton blankets and flannels for fall delivery have been announced and are materially lower than they were a year ago. Although raw wool has been rapidly advancing in price, due to conditions arising from the European war, the prices on wool blankets are not much advanced over those of a year ago excepting in the strictly all wool grades. There is little likelihood of prices on either cotton or wool blankets being advanced for some time. Wholesale business for the current week has not been as active as during the early part of the month, although the number of market buyers is running about equal with a year ago."

—

Drills and Sheetings Firmer.

Drills and sheetings are firmer and higher in the primary markets, prices which will be reflected along the entire line until they reach the buying merchant. Wide sheetings and pillow tubings are being asked for quite frequently at old prices, and buyers seem to be surprised that advances are so firmly maintained. The volume of bleached goods going into the hands of jobbers and retailers is running ahead of last or any recent year. The explanation is found in the larger use of underwear, the lower price of goods and the very much depleted condition of stocks. Orders are coming in more freely on certain kinds of plain and fancy domets.

—

Special Sales at the Notion Counter.

Where special notion sales during February are made—or, rather, are fixed events—particular emphasis must be laid on the question of price. To make the sale a success some two or three special items should be cut radically, in order to attract attention, and the remainder sold at usual or slightly reduced figures. Customers are coming to know the value of all kinds of merchandise, particularly notions; and real bargains must be given if the sale is to be a genuine success. Merchants who have made a success of notion sales have found out that the best method of attracting customers is to make cuts on staple goods, but on comparatively few articles, and then place them prominently before the customers.

One or two real bargains will bring customers to the notion counter where a large number of smaller reductions will prove no attraction. Where the proportions of the price cut make it advisable the former price of the article or goods should be given in small, bold type, but not so prominently displayed, of course, as the sale figure. Reliability must be the keynote of these sales. A successful merchant must keep faith with the public. The quality of the goods must be exactly as represented. The introduction at such sales of inferior grades, such as are unreliable regarding lengths, count and quality, will only tend materiall ytoward bringing the notion counter in bad repute.

—

Exit the Dress Shield and Other Notions.

The dress shield, so essential for every kind of dress a short time ago, is rapidly sinking into oblivion, according to an authority. The thin, lacy waists and diaphanous garments have placed the dress shield in temporary retirement, at least. When J. Dey Conover, of the C. E. Conover Co., New York, selling agents for one of the best-known brands, was asked as to the facts in the case by the "Modern Merchant and Grocery World," he said: "The sale of dress shields is a neglible quantity. The bottom has completely dropped out of the business. The dresses of women are such that the shield would be too conspicuous, hence it was set aside without any ceremony. It represents a big loss to the manufacturers, and we live in hopes of its returning to favor in the not distant future. It is throwing money away to buck the fashion; that has been tried in other lines, and the only result gained was a bitter lesson in experience."

Other notions placed on the back shelf by vogish freaks include featherbone, metal stiffening and ruching. Collar forms and supporters are also set aside by the low neck waists and dresses. To a great extent hooks and eyes are being superseded in popular favor by spring fasteners and dress hooks. The sale of spool silks has also fallen off considerably, owing to the change in the designing of dresses.

—

Linens High and Scarce.

Popular priced crashes are declared to be scarce, and it has become increasingly difficult for first hands to procure additional supplies of qualities that can be retailed at anything like old fixed prices. Damasks that formerly sold for 75 cents a yard have also become scarce on the market. The damasks that at one time sold at this figure are now placed in another category. Substitution has been resorted to, but even the sub-standard damasks that can be offered at 75 cents are growing less plentiful. Paddings and ducks are also in short supply. Linens of this description are held at almost prohibitive prices. Trading in colored dress linens continues moderate, but the interest expressed by retailers in lightweight fabrics as well as the heavy goods, known as ramies was taken as foreshadowing a good distribution during the coming season.

57 H-E-I-N-Z 57

This Month we are Advertising to *Your* Customers

HEINZ TOMATO KETCHUP

and

HEINZ SPAGHETTI

through various mediums.

You can cash in on the demand created for these two products by keeping your stocks prominently displayed and pushing them with your customers.

H. J. HEINZ COMPANY

57 Varieties

PURE FOOD PRODUCTS

57 H-E-I-N-Z 57

The New York Letter

Anti Package Goods Attack Draws Sharp Rejoinder From Manufacturers. Wheat Highly Excited and Very High, as is Flour. Sperry & Hutchinson's Remarkable Wealth, as Revealed in Statement Filed in Massachusetts. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Feb. 5, 1915.

The law issued by the Mayor's Food Committee against package goods has aroused attention all over the United States and your correspondent is advised that protests from many sources have been pouring into the headquarters of the committee. So far as can be learned, all of the protests are from packers of package goods. Consumers have said nothing and apparently are taking no particular interest in the matter.

The committee has issued another letter to the public during the week this time on "How to care for food." Nobody will disagree as to the usefulness of the information which comes out this week. It divides food into that which spoils easily, that which does not spoil so easily, and that which may be kept a long time without spoiling, and goes carefully into detail as to how all kinds of food, particularly the more perishable kinds, should be cared for in the home, so as to prolong its wholesomeness.

* * *

The market in wheat continues to be very much excited in this city, prices having reached about $1.60 per bushel during the week. All sorts of rumors are heard about conditions abroad. Also about the intention of the United States Government to prescribe an embargo for wheat and other food products, and the market is so extremely sensitive that it responds to almost all of these rumors. There have been several sharp declines during the week and in every case the market has recovered. Meanwhile the demand for export continues, hundreds of thousands of bushels being bought every day to go abroad. Still there is no indication of any shortage for our own needs, and the high prices are entirely due to the greedy holding of supplies by farmers and speculators.

Flour has, of course, advanced in sympathy and the market is now close to $8 per barrel. All of the local bakers are seriously considering the advisability of advancing the price of bread 1 cent per loaf. It is now at the same price as when flour was selling at $4.50 a barrel, which was only as long ago as last August. Thirty of the smaller bakers of the city have already been forced out of business, not being able to buy flour at the market and sell bread at unchanged prices. Hugo Fredericks, president of the local Wholesale Bakers' Association, issued a statement during the week that he and other large bakers had been losing money steadily for three months. He claims that every baker who has to depend upon bread and rolls alone, is at present going behind.

Mr. Fredericks points out that pies and cakes have advanced all over the city, and argues that the manufacturers of bread should have an equal right.

* * *

The Sperry & Hutchinson Co. has filed with the Massachusetts Secretary of State a statement of its financial condition. It is an eloquent revelation of the growth of the trading stamp scheme in this country. It shows real estate ownership of $926,885, as against $342,500 in 1913; net ownership of merchandise, $1,119,208, as against $835,592 in 1913; cash and debts received, $732,287, as against $918,626 in 1913; the total assets in 1914 were $2,778,381, as against $2,096,718 in 1913; under liabilities there are accounts payable $354,881; a funded indebtedness of $475,000; a floating indebtedness of $693,316; a surplus and reserve for unredeemed stamps $870,183. Outside of its capital stock the corporation is worth very nearly $2,000,000, for very probably the reserve for unredeemed stamps will be clear profit, as trading stamp companies make much of their money by the lapses.

Summarized Market Conditions.

Tea quiet, with only quiet business. The entire line is steady to firm.—Coffee has been dull, both options and actual spot stock. The week closes with situation slightly improved, but without change in price for the week on anything.—Sugar very high and excited. Some of the refiners are quoting 5.35 cents, with the Federal and Warner quoting 5.50 cents, though willing to sell at 5.35 cents. Market may be higher before these words are printed. Raws very high, selling up to 4.52 c.—Slow season in Cuba and lack of vessels mainly responsible.—Canned fish quiet, with no change anywhere.—Dried peaches somewhat firmer on the coast but unchanged in Eastern markets, demand quiet. Other dried fruits in ordinary seasonable demand without feature.—Wheat very high and hard to quote, prices have touched $1.60, later reacted somewhat. Export demand still very high and speculation rules the market.—Flour high and firm. Mills quoting up to $8.50, but some hands holding willing to shade that price by 50 to 75 cents. There is no buying except for actual wants.—Provisions quiet. Values steady.

No Food Bills Will be Passed by this Congress.

Various bills to amend the pure food laws, the McKellar bill to regulate cold storage and the Administration bill to supply lapses in the commodities clause of the interstate commerce law, developed in court decisions, were last Thursday put over to the next session in the House.

Ever Noticed This?

YOU may have noted that what advertising we do for **Wheatena**—it is nothing like as much as some other cereals do—is in peculiarly high class magazines.

That is because the people who buy and continuously use **Wheatena** are peculiarly high class. If you sell **Wheatena** you have noticed that in your own business. It's a good kind of people to sell.

Wheatena is the hearts of selected wheat.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n

KIRK, FOSTER & CO. WHOLESALE GROCERS, 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

A DRIVE ON CANNED PEAS

KIRK, FOSTER & CO. WHOLESALE GROCERS, 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

With the high prices of all grain products, there is nothing in the food line as cheap as CANNED VEGETABLES and we offer a few specials in Canned Peas

Alaska Brand This is a Delaware Grown Early June Pea packed by a well-known packer at Milford, Del. The cans are well filled, the Peas are medium size and good flavor. Price, per doz., 65c.; 10-case lots at 63½c. per doz.

Rhodesdale Brand We have two grades to offer under this brand, one sifted early June, and the other extra sifted early June. These Peas are a REAL BARGAIN; packed in Maryland, full cans, good flavor, an attractive label, everything to recommend them. We quote single cases per doz., sifted, at 75c., and the extra sifted at 85c.; in lots of 10 to 20 cases, equal quantity of each grade, we will shade the price 5c. per doz.

A FULL LINE OF STAPLE AND FANCY GROCERIES

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

XCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 7.

ave for sale one small Counter ee Mill which cost $17; will sell $9. This mill was only in use ten ks. Am now using an electric mill. one Switzer Cheese Cutter, which $4; will sell for $2, as we are g a U. S. Slicer. This was also in only ten weeks. Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

—

Offer No. 10.

/e have on hand the following. uld like to dispose of same:—
½ cases of Hummel Coffee Essence, in good order; will sell for $2 a ss, 2 cases to a gross.
J. B. Losey,
Somerville, N. J.

—

Offer No. 13.

have a modern iceless soda foun- with pumps, a 10-foot outfit; solid ble; has only been in use three ths. Cost us $1,200; will sell for cash, f. o. b. Waynesboro. Every- g as good as new.
Standard Grocery Co.,
15 W. Main St., Waynesboro, Pa.

—

Offer No. 17.

have almost a case, about 3½ dozen, Mother's Cleanser; also about 20 kages of Quaker Cracked Wheat on d, in first-class shape and new. ther's Cleanser was $3.25 a case, 4 ., less 4 per cent., $3.12. Cracked eat, $2.45, two dozen. Make offer.
Godfrey Quebel,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

—

Offer No. 19.

We have for sale or exchange, equal ue: One Electric Sign, glass sides, ut 3 x 4 ft., wired with electric ps, suitable for grocery and delica- en; will sell for $10. Also 4 two- nch combination gas and electric ndeliers; cost $7.50 each; will sell 4 $12. And 1 large 4-burner gas lamp, h extra glass globe, for either inside outside lighting; cost $12; will sell $7.50. A. J. Patterson,
. W. corner Fifty-sixth and Chris- tian Sts., Philadelphia, Pa.

—

Offer No. 21.

have a fine, handsome C. V. Hill rigerator, used only a year and a f. Have discontinued meats and refore have no use for it. Box ab- utely up to date, 6 x 7 x 10 feet high, h four compartments, holding fresh lts, smoked meats, butter, cheese, etc. it me $350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.
H. M. Gingrich,
Lebanon, Pa.

—

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

—

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.
John Altman & Co.,
Creighton, Pa.

—

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank. W. E. Roberts,
Freemansburg, Pa.

—

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville. N. Y. W. L. Benedict,
21 East Pearl St., Wellsville, N. Y.

—

Offer No. 31.

I have a large delicatessen refrigerator, Standard make, which I wish to sell for $50; cost $100. Good condition.
Benj. Gebhard,
111 W. Duval St., Germantown, Pa.

—

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.

Also a fine rubber tire cut-under, built by Courtland Carriage Works; has summer and winter doors; in good condition; will sacrifice for $35.

Also a brand new cheese cutter, never been used, for $2.25.
Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

—

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?
A. B. Crawford,
Freehold, N. J.

—

Offer No. 39.

One 220 Account McCaskey Accounting System, costing $145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.
Mullison Grocery Co.,
Wilkes-Barre, Pa.

—

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.
P. L. Glase, Son & Co.,
Oley, Pa.

—

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?
Atco Stores Co.,
Atco, Bartow County, Ga.

—

Offer No. 43.

I have one No. 125 Enterprise Rotary Beef Shaver that I would sell for $7.50, as I have no use for it.
L. F. Harper,
Richlandtown, Pa.

—

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.
P. B. Steininger,
Lewisburg, Pa.

—

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for $2.75 per box, f. o. b. Atlantic City, N. J.
L. A. Bacon,
1301 Baltic Ave., Atlantic City, N. J.

—

Offer No. 46.

I have for sale one Flat Top Office Desk, color dark oak (size 36 inch and 50), 7 drawers, which I have no use for and will sell for $7 cash, f. o. b. Donaldson.
L. T. Jones,
Donaldson, Pa.

—

Offer No. 49.

Three boxes, 25 pounds, 60-70 California Prunes, in good condition, at 4 cents per pound (1913 crop).
John S. Lee, Elkton, Md.

—

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap. Peter C. Housman,
Milford, Del.

—

Offer No. 52.

I offer four Buckeye Paper Balers, practically new. Cost $12 each. What will you bid?
H. D. Hubbs,
West Chester, Pa.

Offer No. 53.

One Oliver Visible Typewriter, complete with case and tools; as good as new, not a rebuilt machine. Price $30, and if too high, offer what you would give. Cheap at price quoted.
H. F. Snader & Co.,
Adamstown, Pa.

—

Offer No. 54.

I have about 700 pounds Georgia Pecans, three different sizes, 12½, 16 and 22 cents per pound, f. o. b. Statesboro, Ga. Also fine Georgia cane syrup, in gallon jugs and quart bottles, 40 cents per gallon, f. o. b. Statesboro. Will sell or exchange for a staple.
H. Clark, Statesboro, Ga.

—

Offer No. 55.

Electric Coffee Mill for sale or exchange, 500 volts direct current. Perfect condition, low price.
P. J. Leary,
Conshohocken, Pa.

—

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.
John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

—

Offer No. 57.

I have for sale a double McCaskey Account Register, 440 accounts, arranged to increase to 800 accounts; cost $240, will sell for $175 cash. Only used six months. Reason for selling, started cash business.
Robison's Table Supply Store.
Sharon, Pa.

—

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.
N. W. Bennett,
549 Fifth Avenue, Troy, N. Y.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Not a Luxury

The many uses and economy of

MAPLEINE

classify it as a necessity that goes far and costs little. As a flavoring it is very satisfactory.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Some Big Talk About Package Goods.

Did you read in the "Modern Merchant and Grocery World" last week about some committee over in New York trying to make the people eat bulk stuff instead of package stuff?

Swell chance, in little old New York, where everybody's as lazy as thunder. What they want in New York is what'll save 'em trouble and it saves 'em trouble in a way to buy stuff put up in packages instead of in paper bags.

Seems to me that everybody else has a case of the same itch. Even the storekeepers, and that brings up what I started in to say.

Some time ago my wife got a hunch we were letting loose too much coin on the table. Me, I couldn't see where; seems to me there ain't ever enough steak to let me have more'n three helps. But she read some truck in a woman's paper about stuff being so much cheaper if you buy it in bulk—it is cheaper, too—and she started in to see.

She told me before she did it, and I pooh poohed it. I don't give a ding how much we spend on victuals as long as she does it out of her own money.

I didn't hear any more about it, but the next time I was home I thought about it, and I asked her.

"What did you ever do about the scheme not to buy package stuff?" I said.

"I couldn't do it," she said. "I had to give it up."

"Why?"

"Because that one-horse store where I deal didn't have much except packages," she said.

"D'ye mean they didn't keep any bulk stuff at all?" I said.

"Oh, they keep a few things," she said, "but not enough to amount to anything. Mr. Jackson told me if he kept much bulk goods he'd have to keep double the number of clerks to weigh out and wrap."

D'ye know that blame thing had never even entered my nut? And yet ain't it so, and ain't it the great big reason why a whole lot of people wouldn't be able to get bulk stuff even if they wanted to?

After that I talked the thing over with one of my customers. He handles some bulk stuff, but when you size it up with the package part of his stock, it ain't in it at all. He don't even handle oatmeal in barrels, what d'ye know about that?

I told him what my wife had said.

"It's absolutely true," he said. "People think they could save money buying stuff in bulk, and so they can, if they deal with a store that mostly sells package goods. But if they were to buy at a store that didn't sell anything but bulk stuff, they wouldn't save a cent. There would have to be so many more clerks that a man would have to put up his prices to take care of them.

"Why when I learned the business in the old Piedmont store back in the 80's," he said, "there weren't any package goods compared with what there are now. Everything was in bulk. We didn't do half the business that I do here, but we had just about as many clerks. Look how much more work there was—weighing everything out and putting it in a bag, and tying it up—why man alive, there's three times the work!"

"Looks like it to me," I owned up. "I don't see how to get around that."

I don't, either. Seems as clear as anything can be that the more bulk stuff a man sells the more work he's making for himself, and the bigger cost he's got for the business he does. If there's any hole in that, I want to have it pointed out to me. * * * Nobody speaks up, so it's unanimous that there ain't any hole in it.

So here's where that leads to—if a store started in to go back to bulk stuff, he'd find himself selling it—unless he got a heap more business—at about the same price that he could sell the package stuff for that he could reach down from the shelf in two shakes.

If you ask me, I say package stuff is the biggest work-saver for the storekeeper that anybody ever heard of. I ain't ever figured it out, and I don't know positive, but I'll bet my ruby scarf pin that the fellow that sells all package stuff can do twice the business on the same force of clerks, that he can do if he sells all bulk goods. You can figure up as well as I can wha difference that would make in cost of doing business. You bet it would be big.

There ain't a bit of doubt in world that putting stuff up in p ages does make 'em cost m And when the fellow who pa 'em has said his whole say a quality, and keeping clean, being always the same—allo for all that—there's still some left that ain't explained away e it's because the goods are pu in a package instead of scooped out of a barrel. I say worth *some* more to have 'e packages—you know they they're put up so no human have touched 'em, or something that—but maybe it ain't worth the extra it costs. I don't ca ding whether that's so or n how's the storekeeper going t ford to sell 'em, that's what I to know.

THE STROLLER

Pennsylvania Organizatio Notes.

Great preparations are being m for the district convention to be hel

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?
Is there any other move you are about to make on which yo would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all t store appliances used by retail merchants on file in this office. You c see them if you call here, or we will send you any information fr them which you want.

As to any other things, we have a staff here which is pretty expe about most things connected with merchandising. It is entirely at yo service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we c do for you the longer we can keep you a subscriber. It is straig business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

sville on February 18th. The com-ee in charge have secured some no- speakers and a programme is be-prepared that will prove very profit- to those who attend. As an addi- l attraction, it is hoped that Dr. ley R. Krebbs can be secured. ery merchant is invited to attend convention as the guest of the sville Association. The complete ramme will be presented in the lern Merchant and Grocery World" n early issue. Bear in mind that sville never does things by halves.

* * *

nother big trade event will be the al convention of the Southwest ness Men, to be held at the Fort Hotel, Pittsburg, on February 22d. will be an all-day session and the ramme includes some big speakers. convention is composed of asso-ns in the western part of the State has about 140 members. It is a "get-together" affair and is pro-ve of much good.

* * *

e annual banquet of the Reading il Grocers' Association was held on uary 3d. The Organizer keenly re- that a prior engagement prevented acceptance of an invitation to be nt. The Reading banquet is al- an affair of much pleasure.

* * *

January 26th the Organizer was guest of the Mt. Carmel Associa- the occasion being the annual ban- of that lively and progressive or-ganization. About 100 guests were present and the list included the representative business and professional men of the city. Toastmaster Davis was in a happy mood and in his introduction of the speakers made a lot of good hits. Speeches were made by many of the guests, and the outcome of the affair will be an impetus to greater effort for the uplifting of Mt. Carmel. President Yoder and Secretary Kimmel make good team-mates and their efforts are backed up by a loyal membership.

* * *

The Organizer addressed the Danville Asosciation on January 27th and we believe started a movement that will mean a more active association. A misunderstanding on the subject of trading stamps caused a slight rupture in this organization, and the loss of a few members, but believing that trading stamps are a menace to the community, the members will fight it out on this line. A big "buy-at-home" campaign has been started and a credit reporting and collecting system has been established. President Cleaver and Secretary Peters are hustlers and the assistant secretary, Mr. Charles Stine, is a good executive officer.

* * *

The Organizer has made plans to assist the Shamokin Association in a campaign of membership. Shamokin has an association that has proved its usefulness in the past, but irregular meetings have been the cause for a lack of interest.

The Sunbury Association is doing good work. New members are being added to the roll. We met Secretary Bloom recently and found him as usual, optimistic as to the work of organization.

* * *

Secretary O. H. Best, of the Bethlehem Association, reports that interest is being maintained in the organization. The Organizer hopes in the near future to address this association.

* * *

The Organizer assisted in the re-organization of the Nazareth Business Men's Association on January 29th. For some years this town has had an association in name only. From now on we expect it to be a live, vital force in the community. A new start has been made, and an effort will be made to secure the membership of every business man and put in force numerous things that will benefit the community.

* * *

The Organizer has engagements to speak at Indiana, Kittanning, Johnstown, Apollo, McDonald, Pittsburg, Erie, Pottsville, Coatesville, the Southwest convention, Tarentum and Shamokin.

* * *

The Organizer will assist any town in the State to secure an organization if the merchants will say the word. Send along your invitations. Take the lead, Mr. Merchant; it will be a pleasure to help you.

SAVE TIME RISK MONEY

Invest $25 to $75 in a Schick All-Steel Baling Press—the capital will be returned to you inside of a year, with liberal interest besides. The paper, straw, rags, shavings, excelsior, etc., you now burn up, or pay someone to haul away, can be baled and *sold at a good* price—if you use the

ALL STEEL Schick FIREPROOF

BALING PRESS

Absolutely fire-proof—takes up little room—provides safe storage for waste and eliminates fire risk—lowers insurance rate—pays for itself and earns money for you. Right size for every shop, store or factory—sold on

TEN DAYS' FREE TRIAL

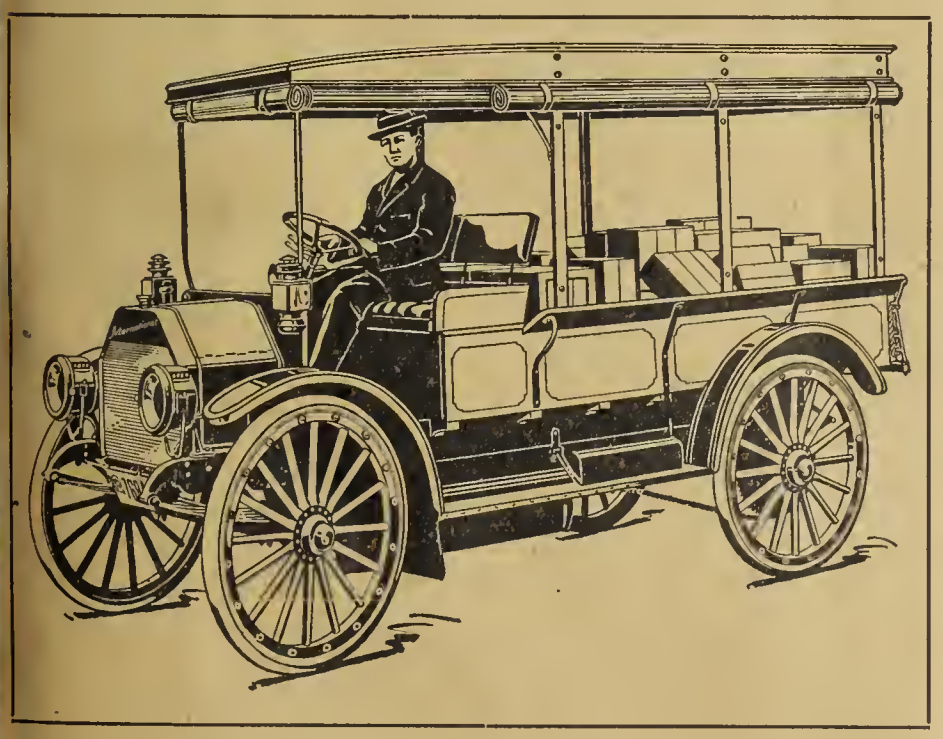
Write to-day for catalog No. 64, **FREE TRIAL OFFER** and information about selling waste at a profit.

Used in Uncle Sam's Post-Offices

THE DAVENPORT MFG. CO.
DAVENPORT, IOWA.

Buy This Business Builder

Let the residents of your vicinity see an International Motor Truck, with your style of body on it, your name, address and phone number on the body, stopping at your store door several times a day for loading of goods, and traveling briskly through the better streets, advertising your enterprise, your name, and calling to potential customers. The



International Motor Truck

is bound to draw customers to your store as to a magnet. People are friends of the wide-awake place of business. The International means prompt delivery to them—and that counts—and suggests new goods always moving off well-filled shelves.

And there are other big reasons why you need an International Motor Truck. It will replace three or four slow profit-consuming horse-drawn vehicles, or do three or four times the work of one, for it will go so much farther and faster. It will run as many hours as need be. Its initial and upkeep cost is less than for horse equipment of the same capacity.

The International can be run by any man intelligent enough to learn a few motor truck fundamentals. You owe it to yourself to investigate this ideal truck. Why not write us now for catalogues, facts, figures, and full information?

International Harvester Company of America
(Incorporated)

105 HARVESTER BUILDING CHICAGO U S A

CCXCVII.—Who is Responsible for Damage Done to Stock by a Leaky Rented Building?

If I could sit at the elbow of every business man who signs a lease, either as landlord or tenant, but particularly as tenant, and could induce them to do as I told them, I could cut down the lawsuits of this country so appreciably that everybody would notice it. I know of no department of the law in which so many controversies, often leading to lawsuits, arise because of the simple failure to get all the agreement into the written lease.

Take the following letter as one instance:—

> We occupy the first floor of the building, at the above address, doing a general retail business. We carry a large and valuable stock. The light for the second and third floors of the building comes from light wells. We do not own the building, which was new and had never been occupied when we took it. Because, as we claim, of defective construction and negligence on the part of the landlord, water leaked through the light wells during a heavy storm a few weeks ago, and leaked down on our stock, causing a loss of several hundred dollars. Since the loss was not due to us in any way, but was caused by the landlord in not keeping the building tight enough to keep the rain out, we feel that we should be able to hold him responsible. Upon this we should like your views. We signed a printed form of lease such as is generally used and can be bought at bookstores. We have examined it, and find no wording in it which seems to throw any light on the question we are raising. The writer signed the lease on behalf of our firm, and as it was an ordinary printed form, did not read it, which perhaps he should have done.
>
> Kindly do not publish name or address.

I agree with this correspondent that he should have read his lease before he signed it, but this would have done no good unless he had thought to have certain provisions added. Put this down as a fact: that no tenant *under the ordinary lease* has any ground to claim damages from the landlord because of injury caused by the premises getting out of repair. The ordinary form of lease must invariably be changed before he will have any such ground, for all ordinary forms of lease provide that the *tenant*, and not the landlord, must keep the place up and make the repairs.

This is the fundamental fact that tenants need to have drummed into them night and day. They do not understand it. They think that if the landlord agrees verbally to make repairs, that that is enough to protect them. It is not enough if the lease is in the usual form and provides that the tenant shall make repairs. Where the landlord's verbal promise comes into conflict with the written provisions of the lease, the latter will almost invariably govern and the verbal promise will be disregarded by the courts.

The provision in all ordinary forms of lease which the courts hold binds the tenant to make the repairs, is that by which the tenant agrees to return the property at the end of the term *in the same condition as when received,* "ordinary wear and tear and damage by fire excepted." Every man who signs the ordinary lease will find this provision in it. If the landlord agrees in advance to make the repairs or any repairs, the above provision should be crossed out and another one put in.

Out of this point arise the thousands of disputes between landlords and tenants over damage to the latter's stock or personal property because the premises got out of repair and leaked or something.

Bear in mind another thing, that under the law and the ordinary form of lease again, the landlord is never held as guaranteeing that the building is well built or guaranteeing in fact that it is in any particular condition. The tenant is supposed to size it up for himself. If therefore, after a tenant got in and the building proved to be so badly built that water came through the cracks and spoiled the stock, the tenant would have no redress. Any court would tell him he should have noted the condition of the building before he took it.

Naturally, such a condition as this can also be taken care of in the lease, by adding a clause making the landlord guarantee that the building is properly constructed, etc. Without such a special clause the tenant has the little end of it always.

From a leading case much like that disclosed by the above letter, I quote a part of the decision. In that case also the tenant claimed he was entitled to damages because of injury done to his stock by water leaking through the roof:—

> It is well settled that no implied agreement arises out of the relation of the landlord and tenant upon the part of the landlord to repair, nor is there any implied warranty that the leased premises are tenantable. In the absence of a covenant in the lease requiring the lessor to repair, no such duty rests upon the landlord, and if damages result to the tenant by reason of failure to make repairs, there can be no recovery against the landlord. There is a long line of cases to the same effect. These cases hold that the doctrine of caveat emptor (let the buyer beware) applies to leases of real property. The tenant takes the property as it is and he must be the judge of its tenantable condition. If the tenant wants the landlord to make repairs, he must require such a covenant to be inserted in the lease; and failure to so provide by a covenant in the lease, relieves the landlord from any such duty. The landlord having no duty to repair cannot be charged with negligence in failing to make repairs, and hence in an action for damages charging negligence, there can be no recovery against the landlord if the damages resulted from failure to make repairs, or because of the untenantable condition of the demised premises. The tenant took the premises as they were and is bound by his bargain.

To fully protect a tenant, two provisions should be added to the ordinary lease. These may be in the following form:—

> It is understood and agreed th the lessor (landlord) shall make necessary repairs, regardless of a printed provision to the contra herein contained.
>
> The lessor (landlord) here warrants the said premises to soundly constructed and t be te amable for the said lessee's pu pose.

I do not hesitate to say tha I were representing the landlor a leasing transaction, I should vise him *not* to sign the lease these provisions in it, if it c pos-ibly be avoided. The land who agrees to these provisions rifices a most important advan

(*Copyright, February, 1915, b Elton J. Buckley.*)

—

Question: L. E. Young, Me N. Y.—Is there any paper whi could have a man sign who c a bill which would so bind him I could compel him to pay me a tain per cent. of his wages until account is paid? I understand I can take advantage of the nishee law, but I mean to ac plish practically the same t without going to law. Of cour might be impossible to get the to sign the paper.

I have heard that an account on slips after the McCaskey cannot be collected if the poin raised that the account has not kept in book form. I have alr collected accounts kept on the

My meat dealer has his acco in the name of "Mr. and M From the legal standpoint, do not think it worthy of imitatio

Answer.—In New York do not need any agreement; garnishee law allows you to after a man's wages. An ag ment would not save you going to law, for you would to issue the attachment any and the process would be about same.

It is not true that you cannot lect an account kept on a Mc key slip. You might not be to introduce a loose leaf system evidence on your book of ori entry, but that wouldn't be fat your case.

It wouldn't be a bad idea to an account with "Mr. and Mrs. though if you had to sue, this w introduce some complications w would not be present if you we learn at the beginning whether husband or the wife owned property, in which case you w keep the account in the indivi name of the one that did.

—

Question: * * *, Philadel Pa.—Kindly let me have your o ion of the collection plan of "Commercial Underwriters," D el Building, Philadelphia.

you a book of blank letters ich you fill in and send out. The ney comes back to you and does pass through the hands of the mmercial Underwriters. For reason the scheme appeals to if the letters are all right.

Answer.—The Commercial Unwriters uses three letters, of ich the following are copies:—

No. 1.

.....191...

Mr. .....

.....

Some time since we sent you tatement of account which you we to us for....., ut you have paid no attention to he same. The amount due is $.... nd it would oblige us greatly if ou would remit or call and settle t once. You certainly remember ur kindness towards you when you eeded it, and you surely will not ut us to the trouble of collecting his by law, besides making unnecssary trouble and expense for yourelf. (We want to believe that you re too honorable to think of a ust claim for necessaries furnished ou.)

Please give this matter your imediate attention.

Very truly yours,

.....

Over.)

No. 2.

.....191...

Mr. .....

.....

Your account for ..... n the sum of $.....is still npaid. You do seem to pay no atention to statements sent you. Our bills come due and we cannot ay them with promises. You ceainly value your standing in the ommunity to the extent of paying t least part of the cost of the ervices rendered when you needed t. Doubtless you do not know that he laws of this State give us the ight to attach your personal earnngs to apply on this account. We have been very lenient with you in his matter, but now you must pay he money. This is the last statenent that you will get before we take steps under the Attachment Laws to secure what is justly due us.

We have arranged with the Commercial Underwriters to prosecute our delinquent claims by attachment, garnishment or as they may see fit. They make it their business, when others fail, to advertise judgments and accounts for sale to the highest bidder in your home newspapers, and by handbills distributed from door to door in your immediate neighborhood and by posting accounts for sale in merchants' display windows and other public places. You can save yourself cost, time and trouble by arranging to pay this direct to us before we turn your account over to them, either for collection or for public sale.

Give this matter your prompt attention.

Very truly yours,

.....

No. 3.

LEGAL DEMAND AND NOTICE.

.....

Plaintiff.

vs.

.....

Defendant.

To.....

.....

Under the laws of this State governing necessaries, we hereby make demand on you, in writing, for the excess of your personal earnings, earned during the 30 days next preceding this demand, and not otherwise exempt by the laws of this State, to be applied on your account in the sum of $.....which you owe us for..... furnished to ..... An immediate compliance with this demand, with either the money or duly accepted order, will prevent further proceedings under the Attachment and Garnishment Laws of this State.

.....

Signed.

Date.....19...

(To stop further proceedings detach order below, have same approved and properly indorsed and return at once.)

.....19...

To.....

Please pay ..... the sum of $.....and deduct the same from any moneys now, or which may hereafter become due to me.

.....

Debtor.

.....

I advise you without qualification that it would be entirely illegal to use any of these within the State of Pennsylvania except the first.

The second letter threatens the debtor with the attachment of his wages if he does not pay. There is no law in Pennsylvania allowing the attachment of wages for merchandise accounts, and a statement in the letter that you have that right under the law and propose to use it, is absolutely illegal and would subject you to heavy penalties the minute the debtor attempted to raise the question.

Letter No. 3, "Legal Demand and Notice," is illegal for the same reason, and I also consider it questionable for another reason. It is gotten out in imitation of a legal paper and therefore is a fake because there is nothing known to the law, or made necessary by the law, called "Legal Demand and Notice." The obvious intent is to make the debtor feel that a legal paper of some sort has been served upon him and to put him in fear for that reason. This, while perhaps not absolutely illegal, is questionable.

For another reason letter No. 3 is absolutely illegal for it also proceeds like letter No. 2 upon the theory that wages may be attached for debt, which is not, as I have already explained, the case in Pennsylvania.

These letters may be all right in some States, but in Pennsylvania they are out of the question.

—

Question: Rex, Pennsylvania.—Suppose A arranges with B to purchase store goods from time to time for himself and family on credit,

Cold Weather Specialties:

Fresh Sausage, Scrapple, Souse, Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles—hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Souse

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

agreeing to pay B monthly or in 30 days. A meets with some adversity and fails to meet his payments, leaving a balance, and then quits purchasing goods from B, still leaving a balance unpaid. All the while during this transaction A has been the owner of real estate (a house and lot), upon which he had given C a mortgage. After the indebtedness of A to B was incurred, A transferred his real estate to his wife for $100. But A has not paid off the mortgage to C and consequently C still holds the mortgage against A and in his name.

Can B now sue A and recover the amount due him for the balance of store goods furnished A and his family?

Answer.—Of Course B can sue A; there is nothing whatever in anything you say to prevent him from doing so. Whether he can go after the real estate is another thing, but I should certainly make a try at it, because the "sale" to A's wife was probably a fraud. Under the Pennsylvania Act of 1913 you can take a debtor into court, after you have obtained a judgment against him, and ask him all manner of searching questions about such transfers of real estate as this.

I should sue A at once, and go after him as hard as possible.

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to, Legal Editor "Modern Merchant and Grocery World."

Delaware's New Plan to Evade Apples.

Legislation to compel horticulturists to put Delaware on the map as an apple State was introduced in the Delaware House of Representatives by Representative Letherbury at the request of the Peninsula Horticultural Society. It provides for four grades of apples and stipulates how the horticulturist must grade, pack, mark and ship. The first violation is punishable with fines ranging from $10 to $25, the second from $25 to $50 and the third from $50 to $200. Last year Delaware produced a record breaking apple crop, more than 100,000 baskets having been sold.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower in good condition and cheap, describe fully

Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

February.

Woman's Home Companion.

Occident Flour, one page.
Crisco, one page.
Van Camp's Pork and Beans, half page.
Eagle Brand Condensed Milk, quarter page.
Corn Puffs, half page.
Campbell's Soups, half page.
Domino Sugar Products, half page.
Pettijohn's Cereal, five inches.
Burnham & Morrill Fish Flakes, eighth page.
Air Line Honey, eighth page.
Dromedary Dates.
Puffed Wheat and Rice, half page.
Royal Baking Powder, half page.
Jell-O, one page.
Beech-Nut Tomato Catsup, quarter page.
Dove Brand Molasses, two inches.
Knox Gelatine, eight inches.
Sani-Flush, five inches.
None Such Mince Meat, four inches.
Kitchen Bouquet Flavoring, three inches.
Three-in-One Oil, five inches.
Postum, one page.

McClure's.

Royal Baking Powder, one page.
Baker's Cocoa, one page.
Ivory Soap, one page.
Campbell's Soups, one page.
Lucky Strike Tobacco, one page.
Atwood Grapefruit, half page.
Beech-Nut Tomato Catsup, half page.
Cream of Wheat, one page.
Postum, one page.

National Magazine.

Shredded Wheat, one page.
Bates' Kitchen and Hand Soap, quarter page.
Swift's Premium Products, one page.
Sapolio, one page.

Ladies' World.

Ivory Soap, one page.
Postum, quarter page.
Royal Baking Powder, half page.
Van Camp's Pork and Beans.
Occident Flour, one page.
Eagle Condensed Milk, quarter page.
Corn Puffs, half page.
Quaker Oats, half page.
Sani-Flush, eighth page.
Pettijohn's, five inches.
Burnham & Morrill Fish Flakes, eighth page.
Three-in-One Oil, five inches.
Pompeiian Olive Oil, eighth page.
Carnation Milk, quarter page.
None Such Mince Meat, four inches.
Mapleine, four inches.
California Sun Maid Raisins, quarter page.
Crystal Domino Sugar, half page.
Puffed Wheat and Rice, half page.
Rumford Baking Powder, eighth page.
Knox Gelatine, eight inches.
Morton's Salt, quarter page.
Farwell & Rhine's Gluten Flour, two inches.
Moxie, two inches.
Cream of Wheat, one page.
Old Dutch Cleanser, one page.

Delineator.

Snider's Catsup, one page.
Ivory Soap, one page.
Eagle Brand Condensed Milk, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Van Camp's Pork and Beans, quarter page.
Parrot Polish, eighth page.
Postum, quarter page.
Crisco, quarter page.
None Such Mince Meat, four inches.
Minute Tapioca, two inches.
Burnham & Morrill Fish Flakes, eighth page.
Pettijohn's Breakfast Food, six inches.
Bon Ami, quarter page.
Corn Puffs, half page.
Quaker Oats, half page.
Royal Baking Powder, half page.
Puffed Wheat and Rice, half page.
Kitchen Bouquet, three inches.
Knox Gelatine, eight inches.
Carnation Milk, quarter page.
Jell-O, quarter page.
Crystal Domino Sugar, half page.
Three-in-One Oil, six inches.
Old Dutch Cleanser, quarter page.
Fairy Soap, one page.

McCall's Magazine.

Pettijohn's, four inches.
Cream of Wheat, one page.
Old Dutch Cleanser, one page.
Ivory Soap, one page.
Jell-O, one page.
Campbell's Soups, third page.
Mapleine, four inches.
Postum, third page.
Shredded Wheat, third page.
Eagle Brand Condensed Milk Co., third page.
Van Camp's Pork and Beans, third page.
Royal Baking Powder, two-thirds page.
Puffed Wheat and Rice, two-thirds page.
Bon Ami, third page.
Royal Granite Enameled Ware, eight inches.
Quaker Oats, two-thirds page.
Corn Puffs, two-thirds page.
Three-in-One Oil, sixth page.
Crisco, half page.
Dromedary Dates, sixth page.
Minute Tapioca, sixth page.
Knox Gelatine, eight inches.
Sani-Flush, sixth page.
Gluten Flour, two inches.

Designer.

Snider's Catsup, one page.
Ivory Soap, one page.
Procter & Gamble's White Naptha Soap, one page.
Old Dutch Cleanser, one page.
Burnham & Morrill, eighth page.
Postum, quarter page.
Crisco, quarter page.
Van Camp's Pork and Beans.
Corn Puffs, half page.
Quaker Oats, half page.
Three-in-One Oil, six inches.
Royal Baking Powder, half page.
Puffed Wheat and Rice, half page.
Jell-O, quarter page.
Crystal Domino Sugar, half page.
Parrot Polish, eighth page.
None Such Mince Meat, inches.
Minute Tapioca, two inches.
Carnation Milk, quarter page.
Pettijohn's Breakfast Food, inches.
Knox Gelatine, eight inches.
Bon Ami, quarter page.
Fairy Soap, one page.

The Woman's Magazine.

Snider's Catsup, one page.
Ivory Soap, one page.
Procter & Gamble's White Naptha Soap, quarter page.
Van Camp's Pork and Bea quarter page.
Crisco, quarter page.
Bon Ami, quarter page.
Burnham & Morrill Fish Flak eighth page.
Three-in-One Oil, five inches.
Postum, quarter page.
Old Dutch Cleanser, quarter pa
Pettijohn's Breakfast Food, f inches.
Royal Baking Powder, half pa
Quaker Oats, half page.
Puffed Wheat and Rice, half pa
None Such Mince Meat, th inches.
Carnation Milk, quarter page.
Crystal Domino Sugar, half pa
Minute Tapioca, two inches.
Corn Puffs, half page.
Jell-O.
Knox Gelatine.
Fairy Soap, one page.

Pearson's.

Tuxedo Tobacco, one page.

The Century Magazine.

Fairy Soap, one page.
Baker's Cocoa, one page.
Shredded Wheat, one page.
Jell-O, one page.
Atwood Grapefruit, half page.
Ivory Soap, one page.

Ladies' Home Journal.

Snider's Catsup, one page.
Ivory Soap, one page.
Crisco, quarter page.
Ralston Wheat Food, quart page.
Dromedary Dates, quarter page.
Borden Eagle Brand Conden Milk, quarter page.
National Oats, one page.
Sun Maid Raisins, one page.
Procter & Gamble's White Nap tha Soap.
Swift's Premium Bacon, quart page.
Royal Baking Powder, half pa
Electro-Silicon Polishing Crea half page.
Bon Ami, quarter page.
Corn Puffs, half page.
Minute Tapioca, eighth page.
Van Camp's Pork and Bea half page.
Beech-Nut Tomato Catsup, qua ter page.
Puffed Wheat and Rice, half pa
Burnham & Morrill Fish Flake eighth page.
Pettijohn's, three inches.
Campbell's Tomato Soup, h page.
Mapleine, four inches.

None Such Mince Meat, four inches.
Three-in-One Oil, six inches.
Horlick's Malted Milk, two inches.
Snow Mellow Marshmallow Filling, four inches.
Air Line Honey, quarter page.
Royal Granite Enameled Ware, quarter page.
Underwood Deviled Ham, quarter page.
Sani-Flush, six inches.
Old Dutch Cleanser, half page.
Pompeiian Olive Oil, eighth page.
Parrot Polish, eighth page.
Hormel's Hams and Bacon, three inches.
Scot Tissue Towels, quarter page.
Quaker Oats, half page.
Alexander's Dove Brand Molasses, two inches.
Jell-O, quarter page.
Kellogg's Toasted Corn Flakes, one page.

Leslie's Weekly.

Three-in-One Oil, two inches.
Quaker Oats, half page.
Crystal Domino Sugar, four inches.
Beeman's Chewing Gum, eight inches, twice.
Puffed Wheat and Rice, half page.
Tuxedo Tobacco, one page.
Nabisco and Anola Wafers, quarter page.
Pettijohn's, six inches.
Swift's Premium Products, quarter page.
Three-in-One Oil, two and a half inches.
Postum, quarter page.
Pettijohn's, five inches.
Uneeda Biscuit, quarter page.
Quaker Oats, half page.

Collier's Weekly.

Swift's Premium Products, quarter page.
Three-in-One Oil, quarter page.
Tuxedo Tobacco, one page.
Bull Durham, one page.
Edgewood Tobacco, ten inches.
Velvet Joe, half page.
Prince Albert Tobacco, one page.
Campbell's Soups, half page.
Puffed Wheat and Rice, quarter page.
Quaker Oats, half page.
Crystal Domino Products, four inches.
Cream of Wheat, one page.
Red Wing Grape Juice, one page.
Pettijohn's, six inches.

The Youth's Companion

Pettijohn's, five inches.
Baker's Cocoa, four inches.
Dromedary Dates, four inches.
White House Coffee and Teas, eight inches.
Swift's Premium Ham and Bacon, half page.
Quaker Oats, half page.
Gold Medal Flour, half page.
Campbell's Soups, half page.
Puffed Wheat and Rice, half page.
Three-in-One Oil, two inches.
Crisco, quarter page.
None Such Mince Meat, four inches.
Baker's Cocoa, four inches.
Products of National Biscuit Co., quarter page.

The Outlook.

Pettijohn's, six inches.
Puffed Wheat and Rice, one page.
Royal Baking Powder, one page.
Bon Ami, one page.
Swift's Premium Products, one page.
Wheatena, one page.
Ivory Soap, one page.
Quaker Oats, one page.
Crytal Domino Sugar, quarter page.
Pettijohn's Breakfast Food, quarter page.
Three-in-One Oil, quarter page.
Atwood Grapefruit, half page.
Tuxedo Tobacco, one page.
Jell-O, one page.
Shredded Wheat, one page.
Postum, one page.

Good Housekeeping.

Welch's Grape Juice, one page.
Sapolio, one page.
Lowney's Chocolates, one page.
Armour's Simon Pure Leaf Lard, one page.
Wesson Oil, one page.
Nabisco, one page.
Crisco, one page.
Ivory Soap, one page.
Campbell's Soups, one page.
Kellogg Toasted Corn Flakes, one page.
Rumford Baking Powder, one page.
Florida Citrus Exchange (Grapefruit and Oranges), one page.
Morton's Salt, one page.
Jell-O, one page.
Skinner's Macaroni, one page.
Liquid Veneer, one page.
Steero Cubes, half page.
Cox's Gelatine, half page.
Chalmers' Gelatine, half page.
Pioneer Minced Sea Clams, quarter page.
Kornlet, quarter page.
Lea & Perrin's Sauce, quarter page.
Franklin Entire Wheat Flour, two inches.
Horlick's Malted Milk, two inches.
Cresco Flour, one inch.
Swansdown Cake Flour, quarter page.
Three-in-One Oil, quarter page.
Porcela Cleanser, quarter page.
Ballard's Edible Bran, quarter page.
Kitchen Bouquet, quarter page.
Air Line Honey, quarter page.
Knox Gelatine, half page.
Burnham & Morrill Fish Flakes, half page.
None Such Mince Meat, half page.
Burnett's Vanilla, half page.
Royal Granite Enameled Ware, one page.
Wear Ever Aluminum, one page.
Electro-Silicon, one page.
Beech-Nut Catsup, one page.
Shredded Wheat, one page.
Old Dutch Cleanser.
Libby Canned Asparagus, one page.

Saturday Evening Post.

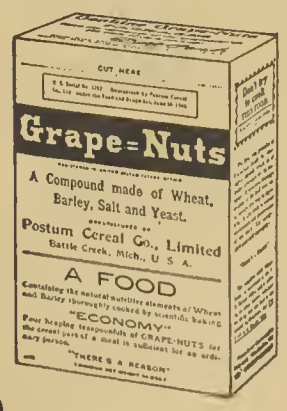
Tuxedo Tobacco, one page.
Ivory Soap, one page.
Velvet Tobacco, half page.
Campbell's Tomato Soup, two half pages.
Three-in-One Oil, quarter page.
Whip Ready Rolled Tobacco, eighth page.
Beech-Nut Tomato Catsup, quarter page.
Welch Grape Juice, one page.
Prince Albert Tobacco, one page.
Steero Cubes, four inches.
Johnston's Chocolates, eighth page.
Puffed Wheat and Rice, half page.
Kellogg's Toasted Corn Flakes, half page.
Dromedary Dates, four inches.
Sani-Flush, quarter page.
Snider's Catsup, one page.
Pettijohn's, eighth page.
Lowney's Crest Chocolates, half page.
Velvet Joe Tobacco, half page.
Bull Durham Tobacco, one page.
Crisco, one page.
Lea & Perrin's Sauce, four inches.
Beech-Nut Tomato Catsup, quarter page.
Gold Medal Flour, one page.
Crisco, one page.
Quaker Oats, half page.
Dromedary Peanuts, four inches.
Three-in-One Oil, quarter page.
Prince Albert Tobacco, one page.

Grow With Us

Shrewd grocers, awake to real opportunity, who have pushed the famous wheat and barley food, **Grape-Nuts** have seen their sales grow.

Grape-Nuts

is Fresh-Sealed in wax paper — easy to handle direct from shelf to market basket.



Grape-Nuts affords good profits; there's a square deal for you everytime; and our heavy, continuous advertising is always at work, night and day, directing customers to your store.

Grow With Us

"There's a Reason"

POSTUM CEREAL CO., LTD., BATTLE CREEK, MICH.

Sun Kist Oranges and Lemons, one page.
Old Dutch Cleanser, one page.

Everybody's Magazine.

Occident Flour, one page.
Postum, one page.
Campbell's Soup, one page.
Atwood Grapefruit, half page.
Stero Cubes, half page.
Ivory Soap, one page.

The American Magazine.

Atwood Grapefruit, half page.
Bon Ami, third page.
Ivory Soap, one page.

Harper's Monthly.

Shredded Wheat, one page.
Postum, one page.
Jell-O, one page.
Atwood Grapefruit, half page.
Swift's Premium Ham and Bacon, one page.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Grape Nuts, quarter page.

Scribner's Magazine.

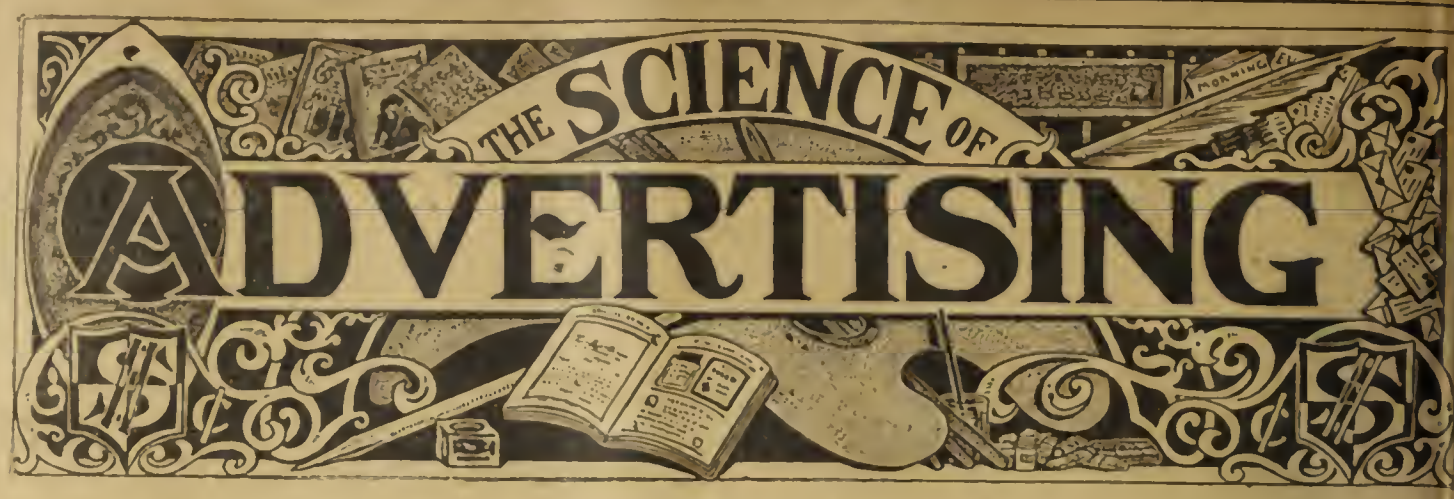
Jell-O, one page.
Atwood Grapefruit, half page.
Beech-Nut Peanut Butter, half page.
Ivory Soap, one page.
Libby's Hawaiian Pineapple, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa.
Grape Nuts, quarter page.

St. Nicholas.

Swift's Premium Ham and Bacon, one page.
Fairy Soap, one page.
Campbell's Soups, one page.
Puffed Wheat and Rice, one page.
Jell-O, one page.
Three-in-One Oil, quarter page.
Beech-Nut Peanut Butter, quarter page.
Kellogg's Toasted Corn Flakes, one page.
Ivory Soap, one page.
Libby's Hawaiian Pineapple, one page.
Crystal Domino Sugar Products, one page.

No Hard Times Here.

Directors of Sears, Roebuck & Co., the Chicago mail order house, at a special meeting during the week, recommended the payment of a $20,000,000 dividend to holders of the $40,000,000 common stock now outstanding. The distribution will be made in new common shares of the concern against an accumulated surplus of approximately $3,500,000, a large part of which has been reinvested in the business. The resolution provides that the distribution shall be made on April 1st, to stockholders of record on March 15th. While the "melon" was expected, no one in financial circles believed the payment would exceed $10,000,000 at this time. When the directors met, however, the Eastern members being represented, the $20,000,000 disbursement was decided upon unanimously. The company has no bonded indebtedness; the earnings represented in the surplus rightfully belong to the common stockholders. The mail order house has had a remarkable career since it was incorporated, less than nine years ago. Within that period the yearly sales have grown from less than $50,000,000 to a gross business of more than $101,000,000 last year.



Atlantic City, N. J., Jan. 25, 1915.
Editor "Science of Advertising."

Dear Sir:—Kindly criticise the inclosed ad. which appeared on Saturday in the Atlantic City daily "Press." Thanking you in advance, we are,

Yours truly,
WM. D. CLEMENT.

The advertisement inclosed measured eight inches across three columns, and was a little bit crowded. Here is a reduced facsimile:—

Genuine Sugar Corn Tender Mellow Peas Special **7c** can

THESE PRICES FOR SATURDAY ONLY

Frying Tomatoes, 13c can
Large can, full of firm ripe Jersey tomatoes. A summer luxury carried over into winter time.

Sliced Hawaiian Pineapple
Special 14c can
A well-filled can of luscious rings of ripe Hawaiian Pineapple in delicious syrup.

CHEESE
Rich, Full Cream Cheese 22c lb.
Cured just enough to be right.
Sharp Cheese ..... 26c lb.
Imported Swiss, ½-lb..... 10c
Genuine Imported Camembert Cheese ..... 30c each

Choice Evap. Peaches
8c pound
New, bright, mellow fruit.

COFFEE
Breakfast is nothing without a cup of good coffee. It will pay you to try ours, even if you have to go out of your way to do it. We boast of our coffee—it's got a flavor that just hits the spot. Try it.

Crown Blend..... 25c lb.
Sweet and mellow. The best Coffee ever sold in Atlantic City at the price.

Sterling Blend.... 30c lb.
Rich and fragrant. An ideal coffee

Chelsea Blend.... 35c lb.
½ Java and Mocha
Chelsea Blend is the last word in flavor and quality.

Tuna Fish, 1-lb. can.. 25c
The fish that looks and tastes like white meat of chicken. Made up like chicken salad. It will deceive and delight your most fastidious guests.

Hecker's Buckwheat
1-lb. 8-oz. pkg..... 10c
2-lb. 6-oz. pkg..... 15c

Qt. Bottle Ammonia.. 10c
Our Best Quality
Regular price 15c

COMB HONEY
Finest White Clover Honey, protected by glass.
Special 23c Comb

GOOD RIO COFFEE ..... 15c lb.
PEA BEANS ..... 6c lb.
NEW IMPORTED LAYER FIGS ....Special 16c lb.

SALMON
1 lb. Rose Brand Pink Salmon 9c
Good tasty fish. A great bargain
20c Best Red Alaska Salmon 17c
This is no ordinary fish, but the finest cuts from rich, full flavored salmon.
New White Fat Mackerel 7-10-12 and 15c each
The 15c fish weigh about a pound

Pure Fruit Jams.. 20c jar
Nothing but pure fruit and sugar Raspberry, Strawberry, Blackberry and Pineapple.
You can see the whole berries in it!

Honey Crisp Corn Flakes
Special 5c pkg.
Full size package of delicious Corn Flakes.

DOVE BRAND MOLASSES .....Special 9c can

Crown Brand Cocoa
½-lb.; special 10c
Don't let the low price disturb you. This Cocoa is rich and delicious and absolutely pure.

Log Cabin Maple Syrup
Full pint can; special..21c
Full quart can; special 38c
Very little dearer than ordinary syrup, but what a difference!

3 10c CANS EVAPORATED MILK—Any Brand..... 25c

It is safe to send your children to this market. They will not be given inferior goods because they do not know the difference.

Both Phones 41 **SALUS' MARKET** Mt. Vernon Atlantic Aves

This is a type of advertising which I personally do not care for, though I am not saying that it cannot bring results. I call this kind of an advertisement, speaking only of the arrangement, as unsystematic. But little effort has been made to classify the articles advertised. Everything is run right in together, without even rules between most of the offerings. This is a bad method, but I repeat that I do not contend that advertising done in that way may not sometimes get results. To point out what I say about lack of classification, note that in the upper right-hand corner, under the head of "Coffee," several grades and blends are quoted, while over in the other side, in a place of its own, appear "Good Rio Coffee." Where a head of "Coffee" is provided, all grades of coffee should have gone under it, obviously.

* * *

Let me see if I can show even more clearly how, in my judgment, the matter in this advertisement should have been arranged. I should have had several headings, one for "Coffee," another for stuff in tins, such as tomatoes, pineapple, another for tinned fish, such as salmon and tuna, another for something like "for a Hot Cake Breakfast," including Hecker's Buckwheat, Log Cabin Maple Syrup, Honey and Molasses, another of cheese. Outside of these there are three or four other things advertised which wouldn't go under any one heading, unless it be something like "Bargains for One Day Only."

* * *

Still other plans of arrangement could be used. You could start with this heading, "How Does This Breakfast Strike You?" quoting corn flakes first, then mackerel, then buckwheat cakes, giving the price of everyth and playing up its quality. Coffee, course. You could arrange a lu and a dinner in the same way. that way everything advertised in t advertisement could probably be ta care of. Another thing, there ought be divisions of some kind, prefera rules, between all the paragraphs, so to completely segregate and separ everything. In this advertisement bu wheat and ammonia and honey are ri in together, without even white space separate them.

NOTE.—This department is devoted the criticism of advertising matter se in, to the devising of new advertisi ideas for special occasions, upon reque and to the suggesting of original adve tisements when data is supplied. A communications sent for this Depar ment should be addressed to the Edi of Science of Advertising. They w be taken up in strict rotation.

Food Prices in Germany Durin War Times Are Not as High as Ours in Peace.

According to reliable corresponden the Saturday markets in Germany, spite of the war, are well supplied, a buyers are numerous, being of the opi ion that it would be cheaper to buy the markets than at the city provisi stores. Hares with the pelt on brou 78 cents in the markets, or, for t largest size, 90 cents; in provisi stores, skinned (preferred by hous keepers), 71 to 83 cents. Geese br ug 21 cents a pound (German pound equ 1.1 avoirdupois pounds); those weig ing about 8 pounds, 20 cents. Fi Christmas apples sold at 7 cents pound; cheaper sorts cost 5 cents. Ca bage was 2 cents a head; onions 2 t cents a pound. The reason why onion have become so dear is unknown. Th same is to be said of butter, for whi 35 to 40 cents a pound was paid. D mestic cheese, of which there was large supply remained cheap. Duc weighing 3½ to 4 pounds sold at 7 cents; poultry for soup, 35 to 47 cents venison—shoulder 47 cents, leg $1. Veal and mutton were cheaper, at cents; cutlets, 20 cents; pork sausag minced (Mettwurst) cost 21 to 2 cents for whole sausages; brain sau sages from hog (Magenwurst), f cents. Winter cabbage (Braunkohl brought 6 cents per mandel (15 pieces) Eggs were especialy dear, fresh country eggs being 2 to 3 cents apiece.

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

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Which of These Arguments is the Stronger?

Arguments for Price Cutting Put Up Against Arguments for Allowing Manufacturers to Control Retail Prices. Contributor Thinks Some Such Law as Stevens Bill Would Advance Everybody's Best Interests.

The main arguments in favor of allowing indiscriminate price cutting by any dealer who wishes to do so, and the main arguments in favor of allowing the manufacturer to fix the retail price, and thus stop cutting, can be summarized as follows:

Under a Price Cutting System.

1. Even when the producer's business is not destroyed outright, the property value of his good will is in a large measure impaired. In some cases the producer is entirely deprived of his business by the destruction of his own profits and the profits of his distribution organization. As a result the inducement to producers as a class to devise new products is materially weakened.

2. The wholesaler under a price-cutting system (which involves quantity prices and direct sales) suffers in two ways. He loses a large volume of trade and the trade which is left to him yields less and less profit. The eventual result of this is the annihilation of any except large, efficient and favorably located wholesale concerns, if trade in identified merchandise continues to be an important part of the total volume.

3. The large retailer, who is the instigator of the entire "cut-price" practice, does not claim to make a direct profit out of the cut prices at which he offers identified goods. He claims that the advantage of the cut-price system to him lies in the advertising value of a low selling price for goods protected in quality by a producer's guarantee. This advertising value frequently arises from the false impression which it creates of low price standards in all lines in the cutting store. It also leads frequently to fraudulent substitution of inferior goods. Any loss, if he purchases on an equality with other dealers, is made up by extra profits on other lines of goods. The large scale retailer does not claim that the maintenance of resale prices would bring to him any direct loss. He merely contends that he would be deprived of the advertising value of these cut prices. By price-cutting he is able to take advantage of the producer's reputation and obligations and thus give to his customers an extra price inducement to trade with him rather than with his small competitor.

4. The small retailers under price-cutting lose trade. Eventually they lose control of a substantial portion of their remaining business and the ultimate result of the price-cutting practice in certain trade is to force small retailers out of business as independent concerns.

5. Under price-cutting the consumer gains a saving in the price which he pays for certain identified goods. He loses eventually whatever advantage there is in independent as against monopolized retailing. He loses also as a result of the weakened inducement to produce new and improved products and he loses the advantage of identified merchandise purchases.

Under a Price Maintenance System.

1. By a reasonable system of resale price maintenance within the field under discussion the producer profits by the protection of his distribution and of his good will property rights.

2. The wholesaler, by the protection of fair profits guaranteed in return for a useful service rendered, is saved from monopolization or complete annihilation.

3. The large retailer loses the undeniably valuable privilege of advertising the willingness of his store to give low prices on commodities whose quality is guaranteed by their maker and namer.

4. The small retailer loses nothing and in many lines is preserved from annihilation of profits.

5. Those consumers who are not customers of a price-cutter lose nothing and are protected in their purchases of identified merchandise. Those who are customers of price-cutters lose the difference between standard and cut prices. Consumers, as a whole, have preserved for them the benefits of production initiative, they retain the advantages resulting from being able to buy identified, guaranteed merchandise, and they are protected against monopolistic retailing.

"By court interpretation of existing laws," says the report, "the maintenance of resale prices by such methods as have been involved in decided cases is now forbidden. Unless a law be passed specifically restoring the right to maintain resale prices under proper conditions and under suitable regulations, price-cutting and the results of that method of trading promise to become the most conspicuous features of merchandise retailing. The business interests of the country, and consumers as well, cannot long fail to take a definite stand on one side of this question or the other. Seldom have they faced a more vital issue. They cannot settle it satisfactorily upon selfish grounds; they must view it in the light of its whole effect.

"If a law were passed which would permit resale price maintenance under the conditions scribed throughout this brief, clear that the two immediate would be: (1) the price-c who would lose a valuable adv ing medium in the form of the price which he now employs times at the direct expense o producer of the goods; (2) price-cutter's customers who suffer direct increase in the p they pay for certain commoditi

"The real question the whether the compensating ga society as a whole would ov ance these losses.

"From our investigation from those which have pre ours we believe that price m nance, authorized by Federal l lation, under proper restric would protect the best intere the people."

Paul T. Cherington

Washington, D. C.,
February 11, 1915.

From Our Harrisburg (Pa.) Correspond

Weekly Summary of Legislative Doings. Bills Introdu Affecting Trade, With Expert Predictions as to Likelih of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa.,
February 15, 1915.

The Pennsylvania Retail Merchants' Association has endorsed House Bill No. 98, by Representative Alcorn, which relieves retail corporations from the mercantile tax. As it is they pay double tax. They should be relieved of one. This measure is before the House Committee on Ways and Means, which includes the following Representatives: Roney, chairman; Baldwin, Wilson, W. H. Brosius, Haskett, Smith, Lee, Ehrhardt, Kaiser, Rowell, Walsh, Whitaker, Heffernan, Powell, Dodds, Weimer, Murdoch, Fackler, Leighner, Howarth, Richards, Weir, Shaffer, Peters, Watson and Rinn.

* * *

A bill in line with the present trade of trade honesty bills was introduced in the Senate by Senator Thompson, of Beaver County. It aims to prevent deception in the sale of paint, putty, turpentine and linseed oil.

* * *

Senator Croft, of Montgomery County, introduced a bill making it unlawful to display or exhibit sale any food unless it be co and protected from contact or tamination by any animal, fow insect.

* * *

Following is the text of the bill, introduced in the Senate week, making it illegal to discr nate in selling prices between ferent localities, provided sam done "for the purpose of dest ing competition":—

AN ACT

To prohibit and punish discrimi tion in the sale of commodities

Section 1. Be it enacted by t Senate and House of Represen tives of the Commonwealth Pennsylvania in General Assem met, and it is hereby enacted by t authority of the same, that any p son, copartnership or corporati doing business in Pennsylvania a engaged in the production, man facture or distribution of any co modity in general use that for t purpose of destroying competiti shall intentionally discriminate b tween different sections commu ties or cities of this State by selli such commodity at a lower rate one section, community or city, any portion thereof than is charg for such commodity in another s tion, community or city, after equa izing the distance from the point production, manufacture or dist bution and freight rates therefro shall be guilty of a misdemeanor.

Upon conviction thereof su person or the members of such c

FRANKLIN DAINTY LUMPS

SMALL CUBES OF SUGAR

¶ Your customers will like Franklin Dainty Lumps better than old style lump sugar because of their convenience—just the right size to avoid waste or over-sweetening. Like all Franklin Carton Sugar, Dainty Lumps are guaranteed full weight and made from sugar cane. Push their sale.

EASY TO SELL

KNOX GELATINE

IS WIDELY ADVERTISED

In the leading women's magazines and newspapers your customers are being constantly told about

KNOX GELATINE

Our extensive advertising describes its many uses; suggests the convenience of always keeping it on hand, and shows how to easily make delicious desserts, jellies, puddings, ice cream, salads, candies, etc., with it. This effective advertising can have only one result—new customers and more sales for you. There's a good profit in KNOX GELATINE for you, and it will pay you to push its sale. Let our general advertising help you to build up a bigger and more profitable Gelatine business. We'll be glad to send you FREE a supply of store advertising matter if you'll write us.

CHARLES B. KNOX COMPANY - - - - - Johnstown, N. Y.

partnership or the officers and directors of such corporation, with guilty knowledge of the fact, shall each be sentenced to pay a fine not exceeding five hundred dollars or to undergo an imprisonment in the county prison not exceeding one year, or both, at the discretion of the court.

* * *

A very peculiar bill has been introduced into the Senate during the week by Senator Chas. A. Snyder, of Schuylkill County. It purports to make it lawful to sell chicory mixed with coffee and the text is as follows:—

AN ACT

Regulating the sale of chicory mixed with coffee, and providing a penalty.

Whereas, Recent unprejudiced chemical analyses by leading chemists, show that from the standpoint of domestic economy chicory is a good and safe addition to coffee; and

Whereas, In view of the results attained there appears to be no objectionable physiological action when chicory is used; and

Whereas, A small quantity of chicory added to good coffee improves the flavor and reduces the peculiar nervous effects of the coffee; and

Whereas, The National Dispensary declares that very probably an infusion of chicory taken at meals as a substitute for coffee would be preferable to the latter on the score of health; and

Whereas, On the continent of Europe the use of chicory as a beverage is fully as well established as the use of tea, coffee or cocoa; and

Whereas, The addition of chicory to coffee would improve the taste of the beverage and greatly lessen its cost; therefore

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it is lawful to sell chicory mixed with coffee if it conforms to the following conditions:—

1. The amount of chicory shall not exceed 15 per centum of the mixture of coffee and chicory.

2. The packages containing the mixture shall bear the words, and none other, in letters not less than one-eighth of an inch high, "this package contains coffee and chicory."

3. The mixture shall contain no cereal in any form.

4. If sold in the form of a beverage in hotels or restaurants there shall be displayed in a prominent place, in characters easily legible by the patrons, a placard bearing the words, "the coffee sold here is mixed with chicory."

Sec. 2. If any person shall sell or offer for sale chicory mixed with coffee in violation of the requirements of this act, such person shall on conviction summarily before any alderman, magistrate or justice of the peace of the county, be sentenced to pay a fine not exceeding $50, or in default thereof shall be sentenced to an imprisonment not exceeding 10 days.

* * *

A short but pregnant bill has been introduced in the Senate and has already progressed to second reading. It makes it unlawful to obtain or attempt to obtain goods, wares or merchandise, or to obtain or to attempt to obtain credit under a false or assumed name, and the text is as follows:—

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it is unlawful for any person to obtain or attempt to obtain goods, wares, merchandise or credit under any name other than his or her proper name.

Sec. 2. A person's proper name under this act shall consist of the surname of his or her parents, together with his or her given or baptismal name, or such other name as shall have been legally fixed by decree of court.

The fact that this bill was introduced was reported in recent correspondence.

* * *

Following is the text of the bill recently introduced in the House amending the food law as to the use of benzoate of soda as a preservative in jams, jellies, cider, mincemeat, etc. Readers will note that the bill simply repeals the provision contained in the present law, allowing benzoate to be used in certain things. As the law would stand after amendment, benzoate could not be used in anything:—

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That Section 3, paragraph five, of an act approved the 13th day of May, 1909, entitled "An act relating to food, defining, providing for the protection of the public health and the prevention of fraud and deception by prohibiting the manufacture or sale, the offering for sale or exposing for sale, or in having in possession with intent to sell, of adulterated, misbranded or deleterious foods, prescribing certain duties of the Dairy and Food Commissioner in reference thereto, and providing penalties for the violation thereof," which reads as follows:—

"Fifth.—If it contains sulphurous acid, sulphur dioxide or sulphites, benzoate acid or benzoates, except as hereafter provided, or if it contains any added boric acid or borates, salicylic acid or salicylates, formaldehyde, hydrofluoric acid or fluorides, fluoborates, fluosilicates or other fluorine compounds, dulcin, glucin, saccharin, alum, compounds of copper, betanapthol, hydronapthol, abrastol, asaprol, oxides of nitrogen, nitrous acid or nitrates, pyroligneous acid or other added ingredients deleterious to health, or if in the case of confectionery it contains any of the substances mentioned in this paragraph or any mineral substance or injurious color or flavor, alcoholic liquor or any other ingredient not herein mentioned deleterious to health. Providing, That this act shall not be construed to prohibit the use of harmless colors of any kind in confectionery, when used for coloring and not for any fraudulent purpose. And provided further, That nothing in this act shall be construed to prohibit the use of common salt, sugar, pure corn syrup, pure glucose, wine vinegar, cider vinegar, malt vinegar, sugar vinegar, glucose vinegar, distilled vinegar, spices or their essential oils, alcohol (except in confectionery) edible oils, edible fats, wood smoke applied directly as generated, or proper refrigeration. And provided further, That in the manufacture of confectionery the use of alcohol shall be permitted as it may be found in cutomary alcoholic tinctures or extracts used for flavoring purposes only and as a solvent for glazes, and that oil of sweet birch or methy-salicylic ester may be used as a substitute for oil of wintergreen as a flavor. And provided further, That in the preparation of dried fruits and molasses, sulphur dioxide, either free or in simple combination, may be used in such quantities as will not render said dried fruits or molasses deleterious to health, and that sodium benzoate may be used in the preparation of those articles of food in which it has theretofore been generally used, in quantities not exceeding 1-10 of 1 per centum, or benzoic acid equivalent thereto. And provided further, That when any quantity of sodium benzoate is used in any article of food or any quantity of sulphur dioxide is used in the preparation of dried fruits or molasses, the fact that sodium benzoates or sulphur dioxide has been used in the preparation thereof shall be plainly stated on each package of such food," is amended to read as follows:—

Fifth.—If it contains any added sulphurous acid, sulphur dioxide or sulphites, benzoate acid or benzoates, except as hereafter provided, or if it contains any added boric acid or borates, salicylic acid or salicylates, formaldehyde, hydrofluoric acid or fluorides, fluoborates, fluosilicates, or other fluorine compounds, dulcin, glucin, saccharin, alum, compounds of copper, betanapthol, hydronapthol, abrastol, asaprol, oxides of nitrogen, nitrous acid or nitrates, pyroligneous acid or other added ingredients deleterious to health, or if in the case of confectionery it contains any of the substances mentioned in this paragraph or any mineral substances or injurious color or flavor, alcoholic liquor or any other ingredient not herein mentioned deleterious to health. Providing, That this act shall not be construed to prohibit the use of harmless colors of any kind in confectionery when used for coloring and not for any fraudulent purpose. And provided further, That nothing in this act shall be construed to prohibit the use of common salt, sugar, pure corn syrup, pure glucose, wine vinegar, cider vinegar, malt vinegar, sugar vinegar, glucose vinegar, distilled vinegar, spices or their essential oils, alcohol (except in confectionery) edible oils, edible fats, wood smoke applied directly as generated, or proper refrigeration. And provided further, That in the manufacture of confectionery the use of alcohol shall be permitted as it may be found in customary alcoholic tinctures or extracts used for flavoring purposes only, and as a solvent for glazes, and that oil of sweet birch or methyl-salicylic ester may be used as a substitute for oil of wintergreen as a flavor. And provided further, That in the preparation of dried fruits and molasses, sulphur dioxide, either free or in simple combination, may be used in such quantities as will not render said dried fruits or molasses deleterious to health. And provided further, That when any quantity of sulphur dioxide is used in the preparation of dried fruits or molasses, the fact that sulphur dioxide has been used in the preparation thereof shall be plainly stated on each package of such food.

* * *

The House has been asked to adopt a resolution petitioning the President and the United States Congress to prohibit the exportation of food supplies and the lending of money to any of the nations now at war.

R. O. M.

Uniform Food and Drug Committee Makes Recommendations for Standardizing Food and Drug Laws.

Wants State Laws Amended So That Weight Must Always Be Stated on Label. Wants National Cold Storage Law and Right of Appeal to Courts From Department Decisions Under Federal Food and Drugs Act.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,

February 11, 1915

The special committee of the Chamber of Commerce of the United States on Uniform Food and Drug Laws for the various States, in connection with the Federal Government, has made its final report. The committee makes the following specific recommendations:

RELATING TO DRUG CONTROL.

1. The enactment of a Federal poison law, thereby to promote the efficient standardization of the laws, Federal and State, regulating the commerce in and handling of poisonous articles. It is anticipated that the committee will be enabled in the near future to definitely suggest such a law.

2. The enactment of a uniform State narcotic law, modeled after and supplementing, to the necessary degree, the recently enacted Federal narcotic law, thereby to promote the effective, co-operative and harmonious regulation of the commerce in and handling of narcotic drugs throughout the United States. Such a suggested uniform State narcotic law is appended to this report, with due appreciation of the fact that modifications will probably be necessary to meet local and other conditions.

3. The enactment of an efficient uniform State drug sanitation law. It is anticipated that the committee will be enabled in the near future, to definitely suggest such a law.

4. The amendment of the State pure drug laws, providing against the use of false and fraudulent statements, designs or devices upon the package or label regarding the curative or therapeutic effect of a drug or any of the ingredients or substances contained in such drug, similar to the "Sherley Amendment" of the Federal Food and Drugs Act.

RELATING TO FOOD CONTROL.

1. The enactment of a Federal cold storage law, thereby to promote the effective standardization

cold storage regulation, Federal State.

The amendment of the State c food laws, providing for the npulsory declaration of the quan- of the contents of package food ducts upon the container, sim- to the "Gould Amendment" of Federal Food and Drugs Act.

The enactment of an efficient form State food sanitation law.

RELATING TO FOOD AND DRUG CONTROL.

The amendment of the Fed- l Food and Drugs Act, to ex- ssly provide for an appeal to the irts from administrative decisions de under this act relating to the portation of foods and drugs.

The enactment of an effective form advertising law, prohibiting false and fraudulent advertising foods and drugs.

he Uniform Food and Drug mittee consists of the follow- Mr. Willoughby M. Mc- nick, chairman, McCormick & Baltimore, Md.; Mr. A. J. er, Shredded Wheat Co., Ni- a Falls, N. Y.; Mr. B. L. Mur- Merck & Co., New York City; Theodore F. Whitmarsh, Fran- H. Leggett & Co., New York ; Mr. John A. Green, National ociation of Retail Grocers, eland, Ohio.

HOLT.

Pennsylvania Organization Notes.

he Muncy Association is planning a big banquet early in March.

* * *

he Latrobe Association has a big y-at-Home" campaign on. Lots of ular matter and a big poster dis- is doing the trick.

* * *

he Sunbury Association will hold its ual election February 23d. There be refreshments at the close of meeting.

* * *

he Danville Association has planned informal smoker and luncheon for next meeting.

* * *

Mr. Smedley will spend several days h the Shamokin merchants and will ist in a revival of interest in asso- tion work. In all probability there l be a public meeting and a banquet.

* * *

The programme for the first conven- n of the merchants of Schuylkill unty, to be held at Pottsville on Feb- ary 18th, is about complete. Paul ndlay will be one of the speakers. s topic will be "How to Win the nsumer to the Merchant's Side." her addresses are being arranged for. cretary Knapp advises us that the endance promises to be a record eaker.

* * *

Mr. Smedley was the guest of the diana Chamber of Commerce at its nual banquet on February 2d. It as a splendid affair. The attendance cluded practically every business and professional man in the city. Other guests included S. L. Seymore, general freight agent of the Pennsylvania lines, and E. F. Neilson, his assistant; E. A. Neil, of Rochester, N. Y., coal freight agent of the B. R. and P. Railroad, and George W. Bennett, Indiana, Pa. It was an enjoyable event. Indiana is a hustling, progressive town and the merchants have the right spirit of co-operation.

* * *

Greensburg Association will banquet on February 23d. Organizer Smedley will be one of the speakers.

* * *

Great preparations are being made for the Southwest District convention, to be held at the Fort Pitt Hotel, on Washington's birthday.

* * *

Mr. Smedley addressed the Business Men's Association of Armstrong County at a meeting held at Kittanning on February 3d. There was a good attendance. Twenty new members were added to the roll and plans made to secure two new industries in the town. W. N. R. Copley has recently been elected secretary and he promises to make a most effective one.

* * *

Wholesalers and retailers mixed splendidly at the banquet of the Johnstown Association on February 4th. It was a decided success and the attendance was large. The toastmaster was Mr. Tarr, of the Johnstown Grocery Co. Secretary McGarry made a brief report of the accomplishment of the organization during the eight months of its existence. It now numbers over 200 members, has a rating list composed of over 28,000 names, has secured the consent of the wholesaler to confine all sales to retailers, is after the transient merchant, has a list of judgments which it is advertising for sale is about to start its own trading stamp plan. Among the speakers were Rev. Father Bohan, Senator Tompkins, and Organizer Smedley. Johnstown is on the map as an aggressive association center.

* * *

Mr. Smedley spoke at Apollo on February 8th; McDonald, February 9th; Pittsburg Butchers, February 10th; February 15th and 16th he will be at Erie; Pottsville, February 18th; Coatesville, February 19th; Pittsburg convention, February 22d; Greensburg, February 23d, and Tarentum, February 25th.

* * *

If you want legislation, organize.

* * *

The Pittsburg Grocers' Union has commenced a campaign against Sunday selling that is arousing a lot of attention. The association gave a largely attended euchre party on February 3d. The association will print a monthly bulletin and is establishing a fund out of which to pay benefits to the families of deceased members.

You need a sign marker and you need it bad. Look up the ad. of the R. H. Smith Mfg. Co., Springfield, Mass., in this issue.

Judging a Store by Baking Powder

Baking powder seems a little thing to you, but somebody will judge your store by it. We do not see how there can be but one opinion as to

Rumford Baking Powder

None can possibly leaven better or insure more wholesome food. Its absolute **Purity, uniform strength and keeping quality** make baking results most dependable, which means a pleased customer and that every can of Rumford you sell will sell other cans for you.

Rumford pays you a greater profit than any other high-grade baking powder—It will pay you to recommend it.

RUMFORD CHEMICAL WORKS, Providence, R. I.

An Extra Profit for You

UNTIL FURTHER NOTICE

NONE SUCH MINCE MEAT

"LIKE MOTHER USED TO MAKE"

WILL CONTINUE TO BE SOLD

At the Special Price

$10.80 per Gross

(Except in the Far West)

(90c per Dozen)

in straight ¼-Gross Cases

AND

½-Gross Cases (3 pkgs. free)

Ask Any Jobber

MERRELL-SOULE CO.

SYRACUSE : : : NEW YORK

WITH THE EDITOR

Obstacles to Co-operative Buying.

A co-operative buying enterprise among the grocers of Kansas City, Kan., which started with every prospect of success in July, 1913, has just given up the ghost. It never wholly succeeded. The reasons are thus stated by the secretary of the Kansas City Association:—

> First, that in a city of this size it takes too much time to drive to headquarters to get the goods.
>
> Second, the majority of our members do an extensive credit business and therefore are unable to pay the cash which is necessary in co-operative buying.
>
> Third, we soon found that we were opposed by the wholesalers and oittimes found it difficult to get such goods as we desired at any reduced price; also found that the wholesalers would discriminate and sell to some of our members in in small quantities at the same rate as asked of us who bought in large quantities, done for the sole purpose of discouraging our members.
>
> The fourth and last reason is that we find that where the prices drop on any article we had in stock we would be compelled to sell at a loss, and, on the other hand, should it advance, our members would not stand for the raise, knowing what it cost us.
>
> There is also another bad feature in co-operative buying, and that is the liability of buyers to purchase unsalable goods, thereby causing dissatisfaction and sometimes loss.

There are dozens of co-operative buying enterprises throughout the country, notably in Pennsylvania, which have encountered every one of these reasons but never found any of them insurmonntable. There is a great deal in management.

Crooks Who Don't Know They Are Crooked.

Not long ago, before the pea bean market began to advance, a large handler of beans contracted with a buyer to deliver a certain quantity of beans to him at a certain price. Of course the contract called for beans of a definite quality.

Before delivery the market advanced to a point which made the purchase an exceedingly good one. The seller delivered the beans, but not the beans called for. He delivered beans probably 10 cents per bushel poorer than the contract called for, but the buyer, because the market had advanced *twenty* cents, could not afford to reject them. Did the buyer get good value for his money? Considering market conditions at the time of delivery, he did, but he did not get what he bought. The seller cheated and swindled him just as surely as if he had given him short change.

The writer knows that the seller of these beans has no conception of the positive dishonesty of what he did. He falls back on the argument that the buyer got the full worth of his money, which, he contends, is all he can expect. Of course there is nothing whatever in that: the buyer can expect what he bought, and he did not get it. The seller knew that the buyer would not reject, under the circumstances, and he took dishonest advantage of that knowledge.

It is hard to reform business ethics when the crooks of the business don't even know they are crooked.

The Standard Oil Co's Low Trick.

Readers hereof were doubtless much interested in the protest of a Pennsylvania subscriber, published last week, against the practice of the Atlantic Refining Co., which is the Philadelphia branch of the Standard Oil Co., in selling oil to consumers at a lower price than retailers can sell for. It is hard to conceive of a slimier trick than that. The Standard concern goes into a town and loads a retailer with its oil at 8 cents per gallon, then immediately goes next door and sells his customer the same oil, from the same tank wagon, at 10 cents. If it deliberately aimed to destroy his business it could do nothing more surely calculated to accomplish the result.

As stated last week, the Standard Oil Co. has practically always done this particular thing. It has never been possible to make it see the low down meanness of its act—the fact in other words, that the retailer who bought its oil was entitled to his chance to resell it without being interfered with. Suppose the Standard Oil Co., after selling a retailer, should go to his customers and warn them not to buy the oil because of its inferior quality—would its act any more surely kill that retailer's sales than its willingness to sell his customers two cents below he can afford to sell them? We see but little difference between the two acts. They are both unfair, both disloyal, both swinish and both contemptible and mean.

Why don't the retailers who are the victims of this sort of thing buy their supplies of somebody who don't undermine them in this way? That ought to be some satisfaction anyway.

What About This?

A thought strikes the writer in connection with the recommendations of the Uniform Food and Drug Committee of the United States Chamber of Commerce, for the standardizing of food laws. These are published in another column, and the writer by no means takes the position that they are not sound and proper. Certainly it is a crying need that the same food law should exist both under the Federal Government and under the various State Governments, giving to the manufacturer one standard of conduct instead of forty-five.

The thought that strikes the writer comes after reading the names of those who compose the Uniform Food and Drug Committee. It consists of three manufacturers, a wholesale grocer and a retail grocer, which is all very good as far as it goes. The trouble is that it is open to the criticism when the committee's recommendations are presented to Congress and State Legislatures, that it is exclusively composed of those who are *subject to the law*; who are interested, it will be said by the ignorant, in making the law as loose as possible. Those who know the various members of the committee know that they are sincerely trying to consummate a reform which is most sorely needed, but the people who will be asked to accept and act on these recommendations don't know the committeemen. Without doubt some of them will look upon the whole plan as one to lessen the restrictions surrounding the sale of food and rugs, put forward by people interested in lessening those restrictions.

We think it is a mistake not to have put some representatives of the public on this committee.

Pure Foolishness

The dishonest Philadelphia "North American" is endeavoring to kick up a fuss over an alleged scheme which never existed, to repeal the present Pennsylvania Cold Storage Food Law. Nobody wants to repeal the cold storage food law and the "North American" knows that very well, but it is such a hypocrite that it *must* fight the enemies of the people, even though those enemies are made of straw.

What everybody agrees is necessary is the *amendment* of the cold storage food law. Against the arguments presented for amendment at the recent meeting of the legislative commission in Pennsylvania not one person appeared to defend the law as it is. It is a bad law. It has hurt everybody it was destined to help, and hurt nobody it was intended to hurt. Stupidity was its father and ignorance its mother.

Speaking of ignorance in connection with the cold storage food law and other subjects, there is in Pittsburg a foolish woman named Mrs. John S. Flannery, who loves publicity better than she loves her mother. Here is what Mrs. Flannery says about the Pennsylvania Cold Storage Food Law. Incidentally she is president of the Pittsburg Marketing Club:—

> The cold storage law, as it stands to-day has proved a benefit to the workingmen. The time limit should be shortened instead of increased. Before that law went into effect the average man paid 50 or 60 cents a dozen for storage eggs in winter. Now he is paying 30 cents. The law compels dealers to stamp all storage goods as such. This has proven a protection to the buying public.

Any cold storage food law is good *that far*, if it prevents the sale of storage food as fresh, but to say that because it does that the storage period should be *reduced*, when it already crowds thousands of dollars' worth of wholesome food products out of the market and if reduced would crowd more out, is to utter a pure piece of asininity of which only a loose-mouthed woman seems to be capable. Mrs. Flannery, until you have studied a subject, why in Heaven's name don't you keep your mouth shut about it?

would be pleased to have for publication in this column the ideas of our readers upon trade topics, understood that we do not bold ourselves responsible for any views expressed therein. All comtions must be accompanied by the writer's name and address as an evidence of good faith, but not rily for publication. All inquiries within our power to answer will also be noticed in this department.

To Buy Box Bands.

Wilkes-Barre, Pa., Feb. 6, 1915.

ıe Editor.

ır Sir:—Can you please give me ss of some party where I can get bands like enclosed sample.

Yours respectfully,
O. W. Nelson.

tropolitan Hardware Co., Church Vesey streets, New York City.

* * *

Appeal for the Stevens Bill.

New York, Feb. 9, 1915.

ıe Editor.

ır Sir:—Perhaps you didn't see the view with Mr. Henry Ford re- d in the attached clipping from the York "Sun" of last Saturday.

. Ford says that this prospective gn "consumer" of 40,000 of his au- biles must pay the same standard that "every individual American aser" pays for one car.

't that fair?

ıld he honorably do anything else? ld you have him do anything else? Would you have him discriminate in favor of this big foreign "consumer"? And if not, why should he discriminate between any two Ameriman consumers? Aren't they entitled individually to the same equal opportunity that you would concede them collectively?

If you agree that they are so entitled, then you are in favor of the Stevens Bill (H. R. 13,305), which has the support of over 2,000,000 independent retail merchants as expressed in all their State and National conventions.

That's all there is to the Stevens Bill—an effective instrument to restore a fair field and equal opportunity to the small man in business and to the small consumer, and to protect them from the oppressive methods by which, under cover of judicial interpretation of present law, "big business" is rapidly acquiring control of the channels of retail distribution.

The only opponents of the Stevens Bill—many mail order house, chain store and sensational department store interests—which may profit by present predatory practices, to the serious injury of the public—express grave fears that the standard price policy tends to monopoly and lessens competition! Is Ford a monopolist? Is there any lack of competition in the automobile business?

The truth is that a uniform price on a standard article directly encourages the kind of competition most valuable to the public. It invariably forces other manufacturers to compete in quality for the consumer's favor, whereas irregular, discriminatning prices compel competing manufacturers to constanly lower their qualities to meet the minimum price quoted and make it safely compensatory to them.

The confusion of the consumer by the destruction of standards of value permits the very sort of public exploitation and deception through dishonest advertising.

The Stevens Bill is for truth in trade. May it have your support?

Yours truly,
Edmond A. Whittier,
Secretary American Fair Trade League.

* * *

American Grocers' Association.

Ashland, Pa., Feb. 3, 1915.

To the Editor.

Dear Sir:—Sent you a card in a previous mail asking for information concerning the American Grocers' Association of New Jersey. To be a member of this association you must be a shareholder, buying as much stock as you want, payable all or portion thereof before you receive your goods, which you get at factory prices, doing away with the wholesale houses, which prices he had I suppose are about 10 per cent. lower than our wholesalers, but what appeared funny to me is that he wants an immediate deposit as a security. He has in this locality so far Mr. Kutz, Mahanoy City, Pa.; Mr. Seaman, Frackville, Pa.; Mr. Charles Seitzsinger, Frackville, Pa., and several others that I can't just recall.

His object was to get four in a town of a population of 1,000 or more.

If there is any information you can give me regarding this proposition I would appreciate it very much.

Respectfully,
Cleaver & Burmeister,
Per Luther Burmeister.

This correspondent has already been answered--we strongly advise not investing money in the American Grocers' Association. Probably Mr. Kutz, Mr. Seaman, or Mr. Seitzsinger can give some more definite information in a few months.

* * *

Who Knows the Maxwell Filing System?

Trenton, N. J., Feb. 2, 1915.

To the Editor.

Dear Sir:—Would like to ask you for the address of the Maxwell Filing System. Can you give me any information? I want to buy some books from them.

Yours truly,
J. Losowski & Son.

We have never heard of the Maxwell Filing System, and have not been able to learn anything about it, although we have inquired of quite a number of people since we received this letter.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower in good condition and cheap, describe fully.

Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

16

¶ You can prove up anything told you about nationally advertised products, by applying it to yourself with goods as to which you are not a dealer but a consumer.

¶ If you will only remember that your customers feel just like you do when you are a retail customer, your slant as to nationally advertised products is bound to be right.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

The New York Letter

Convention of Premium Men Shows Growth of Premium Idea. Bread and Pastry Prices Advance. Scale Company Sues Weights and Measures Superintendent for Alleged Discrimination. Canners Convention Week.

Special Correspondence of "Modern Merchant and Grocery World."

New York, February 12, 1915.

The extent to which the premium business has progressed is shown by the convention of the National Premium Advertising Association, which was held in this city during the week. The organization claims to have been formed "to promote the interests of the premium system of advertising, to extend the knowledge of its prowess and safeguard the public who share its benefits."

The convention met at the Hotel Astor and consisted of about 250 people. Various topics connected with the premium business were discussed.

In his annual address the president, Sidney A. Kirkman, spoke enthusiastically of the growth of the premium idea. He said that the association, although very young, already had 200 members. A notable statement contained in his address was that over $125,000,000 worth of goods and merchandise are used annually for premium purposes, representing from 2 to 3 per cent of the gross amount of the accompanying purchases. He also said that more than 2,500 manufacturers produce goods which are used wholly or in part for premium purposes.

Another speaker was S. W. Eckmann, sales manager for B. T. Babbitt, who favor premiums, but denied that they increased the cost of merchandise to the consumer.

* * *

The bakers have raised the price of bread to 6 cents a loaf, not only the large, but the small bakers joining in the move. Many companies have also increased the price of rolls and cakes, and some have reduced the weight of their product and kept the price what it was before, thus in effect causing an advance. The large companies have given out statements in which they said that the bakers had held off as long as they could, but that the high price of wheat and flour made it absolutely necessary for them to advance their selling price.

An ordinance has been introduced in the Board of Alderman making one pound the standard weight for all bread sold in New York City, but allowing bread to be sold in half-pound and three-quarter pound loaves, as well as two, three, four and five pound loaves. It would require bakers to label the weight on all the bread they sell.

* * *

A unique suit has been brought by the Standard Computing Scale Co., Ltd., of Detroit, Mich., against Jas. F. Farrel, New York Superintendent of Weights and Measures. The Standard Co. makes the Twentieth Century Automatic Computing Scale, and claims that Superintendent Farrell has unfairly and illegally refused to seal that particular scale in the hands of dealers. The company asks for an injunction compelling him to cease interference with its business. The Standard Co. also claims that in some cases the superintendent has prosecuted users of the Twentieth Century Scale, on the ground that it was in violation of the law. The ruling of the State Department to which the Standard Co. is objecting prohibits the county and State sealers from sealing combination spring and lever computing scales unless they are equipped with a device which will automatically take care of changes of temperatures at zero balance and also throughout the whole range of weight graduations.

* * *

The New York Association of Manufacturers' Representatives held its annual banquet on Wednesday tevening last. There were about 150 diners. The speakers were S. W. Eckman, of the B. T. Babbitt Co.; Walter W. Manning, of the "Woman's World;" Walter B. Cherry, president American Specialty Manufacturers' Association; Frederick W. Tucker, president Boston Association of Manufacturers' Representatives.

* * *

The National Canners' Association and its allied organizations have been holding their annual convention in this city during the week. The officers elected by the National Canners' Association are as follows: President, George H. Numsen, of Baltimore; first vice-president, Richard Dickinson, of Eureka, Ill.; secretary-treasurer, Frank E. Gorrell, of Washington.

Directors, three years, Richard Dickinson, Frank Gerber, J. G. M. Barnes W. F. Burrows, H. C. Hemingway, T. J. Gorman, Charles S. Stevens, J. W. McCall, William P. Thomas, F. A. Seufert, George N. Numsen, George B. Morrill, E. B. Deming.

Directors, expired terms, Richard Dickinson, Frank Gerber, J. G. M. Barnes, J. W. McCall, F. A. Seufert, H. C. Hemingway, T. J. Gorman, Charles S. Stevens, G. N. Numsen, George B. Morrill.

The National Canned Goods and Dried Fruit Brokers' Association also elected officers as follows:—

President, W. H. Nichols, of Chicago; vice-presidents, Frank. A. Aplin, of New York; Rufus H. Draper, of Duluth, and F. A. Smith, of Harrisburg, Pa.; secretary, J. M. Hobbs, of Chicago; treasurer, Henry Colberg.

Officers were also elected of the Canning Machinery and Supplies Association and the Corn Section of the National Canners' Association. The convention was very successful, about 800 being present.

Among the speakers were Dr. Bigelow, of the National Canners' Laboratory; President Oscar B. McGlassen, of the National Wholesale Grocers' Association; Mrs. Julian Heath, president of the Housewives' League; Mayor Mitchell, of New York City; Geo. N. Numsen and Wm. C. Leitsch, president National Canners' Association.

The lengthy reports of the officers showed that the National Canners' Association is very much on its job, which is that of advancing the interests of canned foods in the United States. The secretary referred to the return of spoils as one of the most perplexing problems of the business. President McGlassen, of the National Wholesale Grocers' Association, attacked parcels post on the ground that it was driving the small merchant out of business.

Philadelphia Retail Grocers' Association Holds Twenty-ninth Annual Banquet.

Nearly Seven Hundred People Dine, Most of Them Coming in Automobiles. The Affair Informal, Closing With Vaudeville Entertainment.

The Pennsylvania Retail Grocers' Association held its twenty-ninth annual banquet at Lu Lu Temple, Broad and Spring Garden streets, last Tuesday evening. It was one of the largest banquets ever held in Philadelphia, even by this organization, which is famous for its enormous dinners. About 660 diners sat down. Outside of the Temple the aspect was that of the Metropolitan Opera House on Caruso night, owing to the large number of automobiles parked in the street, presenting at least the appearance of high prosperity.

The dinner was largely informal, there being no speeches, but merely a brief address of welcome by Albert Kaiser, president, after the banquet was over and just before a clever vaudeville entertainment. During the evening the huge concourse of people, led by an orchestra, made the old temple ring with popular songs. The loudest and most enthusiastic, by far, were three or four Billy Sunday hymns, which everybody in the room seemed to know.

The banquet was managed by the following committee: W. N. Ross, chairman; Reno Schoch, secretary; Chas. K. Dewees, O. A. Patterson, George W. Murgatroyd, Geo. K. Sinnamon, J. F. Jackson, H. W. Fisher, A. Kaiser, F. B. Farley, assistant treasurer.

The invited guests were as follows: Mr. W. H. Rohr, president Association of Manufacturers' Representatives; Mr. James P. C[illegible] secretary Association of Ma[illegible] turers' Representatives; Mr. J. Buckley, attorney Retail G[illegible] Association; Mr. C. M. W[illegible] president C. M. Wessels Co[illegible] Carl Reichert, president Fra[illegible] Retail Grocers' Association; [illegible] Augustus Edgar, secretary [illegible] ford Retail Grocers' Asso[illegible] Mr. A. W. Mattis, president [illegible] Grocers' Building and Loan [illegible] ciation; Mr. C. W. Zieber, secr[illegible] Retail Grocers' Building and [illegible] Association; Madison Roy [illegible]

In addition to the above [illegible] were a large number of ma[illegible] turers' representatives prese[illegible] fattest of which was W. R. [illegible] representing Lamont, Corlis[illegible]

One of the most remarkabl[illegible] ures of the occasion was the [illegible] entation to every diner of a [illegible] ping bag filled with full sized [illegible] ages of a variety of products [illegible] ing in value about $2.

Beware of the New Poi[illegible] the Federal Food Law-Conspiracy.

Government Has Already Made Important Convictions by Prose[illegible] for Conspiracy to Violate La[illegible] stead of Simple Adulteratio[illegible] Misbranding.

Special Correspondence of "Modern M[illegible] and Grocery World."

Washington, D. C.,

February 5, 1[illegible]

Conspiracy on the part of t[illegible] more people to violate the Foo[illegible] Drugs Act and other Federal [illegible] utes has recently brought [illegible] fines, coupled with loss of c[illegible] ship, to certain dealers. In [illegible] tain case the Department has [illegible] co-operated with another F[illegible] Department in bringing a cri[illegible] action and in helping to secur[illegible] conviction of a prominent [illegible] merchant and a shipping agen[illegible] conspiracy to violate the Food [illegible] Drugs Act involving the ship[illegible] of coffee in interstate comm[illegible] from New York to the West. [illegible] these cases the two defendants [illegible] each fined $3,000 and by reas[illegible] their conviction of a felony [illegible] their citizenship under the [illegible] sions of a New York statute.

In another action in co-oper[illegible] with the Customs Service, the [illegible] partment was of assistance in [illegible] proceedings that resulted in the [illegible] position of a fine of $5,000 in [illegible] Massachusetts Federal Court [illegible] one defendant engaged in tam[illegible]

ith revenue import stamps and
g domestic liquors as im-
l. A second defendant is now
ing sentence. In two other
lictions the Department assist-
procuring the indictment for
iracy to violate the Food and
s Act of a number of egg
ers who have been illegally
ing spoiled eggs in interstate
nerce for food purposes.
a number of other cases, espe-
concerning drug matters and
revention of the sale of worth-
so-called curative devices, the
rtment has co-operated with
Post Office authorities in bring-
ing actions and securing convictions for violations of the postal laws involving misuse of the mails.

HOLT.

Hawaiian Pineapple Output Increased a Thousandfold.

Hawaii produced 1,000 times as much canned pineapple in 1914 as it did in 1901; in round numbers, 2,000,000 cases in 1914, as compared with 2,000 cases in 1901. This is a most remarkable development in the face of active competition from the older canning centers of the Far East. The up-to-date machinery and the cleanliness that characterizes the Hawaiian factories are in sharp contrast with the hand labor and the general untidiness that is the rule in most of the other pineapple centers.

The Grocery Markets

Tea.

ere has been no change in the tea
ion during the week. The demand
r, but practically for wants only,
prices show no material change
a week ago.

Coffee.

e coffee market has remained about
nged for the week, although per-
the tone as to Brazils is a shade
r than it was a week ago. Op-
are somewhat weaker, but this
ot had any marked effect upon ac-
coffee as yet. The demand for Rio
Santos coffee is just about season-
with nothing notable about it.
coffees are not substantially
ged for the week. Good grades of
s are firmly held and not very plen-
although the supply in different
es is good. Mocha is still very high
count of scarcity. Java unchanged.

Sugar.

ie sugar market has been very firm
ng the entire week. Raws have ac-
y sold at 5.02 cents, but have
tened about ¼ cent. The situa-
is controlled by the same factors
h have been controlling it, namely,
ward Cuban season, but particularly
of ships. It would seem inevitable
these obstacles, particularly the lat-
would disappear within a short
. Most refiners are now quoting
ulated on a basis of 6 cents, al-
gh they will take 5.75 cents. The
umptive demand for sugar is good.

Syrup and Molasses.

ucose has remained unchanged for
week. Compound syrup is in fair
and. Sugar syrup and molasses
t at ruling quotations.

Fish.

o change has occurred in mackerel
ng the week. There is some small
of interest on account of the ap-
ching Lenten season, but it has not
any effect as yet upon prices. Nor-way mackerel is steady on a moderate basis of price and quiet. Cod, hake and haddock are about unchanged for the week; demand light. Salmon shows no change whatever and is in fair demand. Domestic and imported sardines are all unchanged.

Dried Fruits.

There has been but little activity in dried fruits during the week. Prunes are neglected in the East, but prices are steady to firm. Peaches and apricots are exactly where they have been for some time, with a quiet demand. Raisins unchanged and dull. Currants and other dried fruits seasonably active quotations.

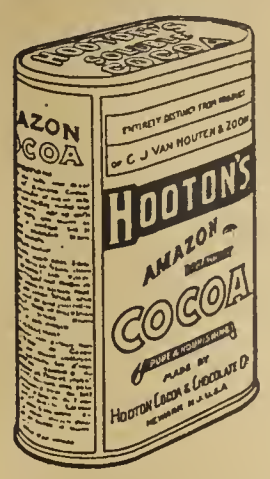
Beans and Peas.

Everything in this market seems to be tending higher. Pea beans are now quoted in a large way at $3.40 to $3.45 per bushel, shortage and speculation being the controlling factors. Marrows have advanced 10 cents and are now quoted at $4.10 in a large way. California limas are ⅛ cent higher and strong. Green and Scotch peas are also about 10 cents per bushel higher for both grades. Scarcity is the reason given for practically all of these advances.

Canned Goods.

It is still possible to buy tomatoes at 67½ cents in a large way, f. o. b., but some packers are holding out for 70 cents. The week's business has been interfered with by the canners' convention in New York. Corn and peas are unchanged and in quiet demand. Futures are selling moderately. Apples are

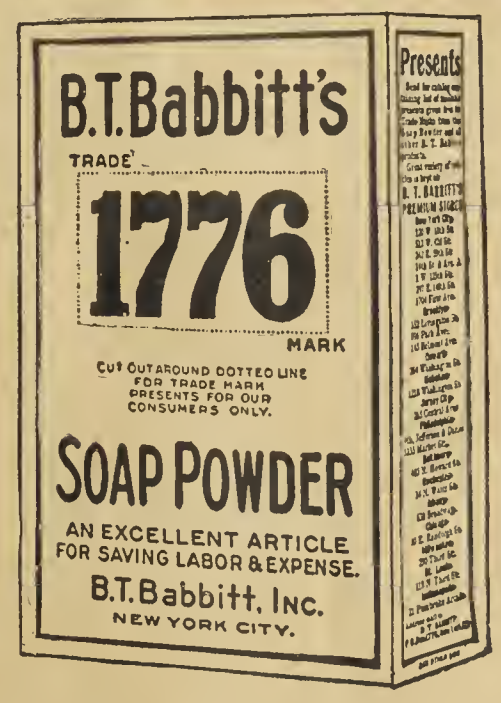
ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746



It's Easy To Sell Hooton's Cocoa

because our 10c can is the biggest FIRST QUALITY can on the market at that price and you can persuade any customer to *try* it. Once tried, the Quality makes her a permanent buyer of **Hooton's Cocoa** at good profit to you. Write for particulars of our generous introductory offer to new dealers.

NEW LARGE
Pound Package
ONLY 5 CENTS
To the Consumer
The New Package of
Babbitt's 1776 Soap Powder



has every feature in its favor to make it the biggest and fastest seller you ever handled. It's a pure soap powder of wonderful cleansing power, and means "Freedom from Drudgery" for the housewife. The big pound package that costs only 5 cents is the biggest moneysworth she can buy, and that pleases her. The Trade Marks are good for beautiful and useful presents. If you'll keep 1776 Soap Powder on display and mention its features to customers, you'll find it easy to put a few packages in every order.

B. T. BABBITT, Inc.
NEW YORK CITY

just where they have been and are not particularly wanted. California canned goods unchanged. Small Eastern staple canned goods also unchanged.

Butter.

The receipts of butter appear to be about normal for the season. The consumptive demand is good, considering the high prices, but the market can be said to be but barely steady at present quotations. If there is any fluctuation it is likely to be a slight decline.

Eggs.

Eggs are ruling steady, with a good consumptive demand. Receipts are cleaning up on arrival and the market shows 1 cent advance for the week. The quality of the receipts is good and the quantity is increasing regularly. There are still some storage eggs available, but they are not worth very much in comparison with fresh, and the price is nominal. The future depends largely upon the weather.

Cheese.

There is a very good demand for cheese, both for home consumption and export. By reason of this the market is firm at an advance of ½ cent for the week. Stocks are lighter than usual, almost entirely because of the unusual export demand due to the war. The continued good consumptive demand is looked for with a possible advance in the near future.

Provisions.

Everything in the smoked meat line is steady, at slightly reduced prices. The consumptive demand is moderate. Both pure and compound lard are firm and in good consumptive demand at prices which show an advance of ¼ cent. Barreled pork is steady, at a decline of 25 cents per barrel; demand very light. Dried beef and canned meats unchanged and in light demand.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Since our last report the salt fish market has presented very little change except that mackerel of all kinds, and in particular Norway mackerel, are in very much better demand, and both 3's and 4's are getting rather scarce.

The situation on imported oil sardines is unchanged. Except in Norway, there is no catch of sardines in Europe at the present time, and the catch in Norway is far from satisfactory. The stock of Belgian sprats is practically cleaned up and there will be no further supplies this coming season. Our people in France report that in all likelihood very few sprats will be caught and packed, and if any should be caught the price will be higher than last season. Stocks here are very closely cleaned up and if we do not get any supplies of sprats this season we shall have to substitute either Norwegian sardines or Portuguese sardines. The demand for sardines in general is quite good, although the trade is not buying in large quantities. Purchases are made in a very conservative way.

STROHMEYER & ARPE CO.
New York.

Standard Canned Goods.

Holders of tomatoes have reason to feel encouraged by the developments in the market. There was increased buying over the previous week and the shipments were made to nearly every State from Maine to Missouri. The size of the orders ranged from one to three carloads, mostly for single car lots, the increase being in the number of the orders. The statistics published three weeks ago were calculated to weaken the market prices temporarily at least, and the buyers hesitated for one week, apparently to watch the trend of the quotations, and then commenced to buy again when the market stiffened up again instead of declining. The volume of the sales during January was much larger than it was in the same month last year and in the year previous, due to the fact that the Western houses bought liberally in this market. They are expected, of course, to come here for their further requirements so long as the difference in the cost of them continues to favor the Eastern canners.

The feature in this market during last week was the increased buying of No. 2 tomatoes, which appear to be gaining in popularity in those markets which have bought them sparingly in previous years. There is less competition on that size tins with canners in other States, and the quotations here are likely to be firmer during the remainder of the season. The quotations for the other sizes are unchanged, and the canners show little disposition to push the sales by making concessions in the prices. Favorable weather conditions for making shipments in refrigerator cars are expected to favor the market during this month. Well selected brands of standard tomatoes at to-day's prices look like safe property for the jobber to own.

Sweet potatoes are active and higher again. The holders of them feel confident, apparently, that still higher prices are coming because the goods are in few hands, and the largest demand usually comes in the months of April, May and June. Spinach and string beans were fairly active, and prices are firmer, though not higher as yet. For the other lines of vegetables the demand was smaller and the quotations are unchanged. The advance in dried beans and peas is very likely to cause higher prices for the canned articles.

There was a light demand for canned fruits, nothing more than the usual small assorted daily orders for them coming in. Consequently there were no changes in the quotations. The customary buying for the spring trade is not likely to commence under the present conditions until the goods are actually wanted. There has seldom been a season when the stock of fruits of all kinds were so light in this market as they are now, and the canners will have no trouble, it is believed, to get rid of them before the next canning season rolls around.

Cove oysters were quiet and the prices are unchanged.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Spices.

The market is exceedingly active, with upward trend in peppers, gingers, nutmegs and sage. Higher prices for months to come are now strongly indicated. Nearly all articles throughout the list being unusually scarce.

Pepper.—The market is very active. Spot prices are steadily advancing for all grades. White peppers are in active demand, with prices tending upward. Cables received this week are all higher.

Red Peppers.—Tending higher on better demand, and totally inadequate supply.

Cloves.—Higher in Zanzibar and higher prices here are now strongly indicated.

Pimento (Allspice).—Quiet, but steady, with no apparent changes to report this week.

Mace.—Unchanged and in fair demand.

Nutmegs.—Standard sizes are exceedingly scarce and are tending upward. Grinding grades are also scarce and some little higher. It looks to us like generally higher prices will rule over the next 60 days.

Cassias.—Saigon scarce and in fair demand. Batavia selling fairly well and the supply is very limited. All grades of China are active and cables just in quote higher prices.

Gingers.—Active in many grades and higher prices are in effect in the East. Spot supplies here have been greatly reduced.

Tapiocas.—Firmer and in good demand for all grades. Indications point to higher prices.

Paprikas.—Steady and some little firmer. This is due in part to the continued advances in other red peppers. Supplies of Hungarian are exhausted.

Seeds, Herbs, Etc.—Many startling advances have occurred. Mustard very much higher. Cummin in short supply supply and prices higher. Coriander is quoted higher to arrive. Poppy is firm and likely to advance. A steep advance has occurred in sage.

McCORMICK & Co.
Baltimore, Md.

Rice.

The past week still shows some unsettled aspects in the general situation, but the same spirit of hopefulness prevails, though operations are pursued with a degree of caution. The influence of high prices for all classes of foodstuffs is having its strengthening effect upon general conditions and values are firmly held. The export demand still holds up, which tends to maintain a strong market. There has been some very heavy purchases of rough recently and it is reported that the Arkansas holdings have been quite cleaned up. High qualities are becoming extre scarce and are steadily toning up. fact the movement of the marke all grades is towards a higher which is an evidence that confiden being restored, and while the de from the domestic trade is still ru a bit slow, there is every indication it is gradually broadening out.

Advices from the South along th lantic Coast report that condition rather quiet, attributed to liberal h during the first part of January. that the trade are awaiting dispos of their purchases before entering market again. The firmer cotton ket is creating a favorable influence this section is looking forward t newed prosperity.

At New Orleans reports show a h demand for all grades. Hondur moving freely at prices from quarter to three-eights above last basis. The scarcity of available sup of Blue Rose or American Java Japan styles is daily becoming mor parent and consequently higher p prevail. The South American den which has been very heavy during past week, has been a very strong tor in the market for all grades. Sc ings and broken rice are almost u tainable.

In the interior, Southwest Lou Texas and Arkansas, reports show tinued large business at steadily vancing figures. The farmers are in full control of the situation and taining full minimum for their ro

D. TALMAGE'S SONS
New York and New Orleans.

You need a sign marker and need it bad. Look up the ad. of R. H. Smith Mfg. Co., Springf Mass., in this issue.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-han
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which y would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all t store appliances used by retail merchants on file in this office. You c see them if you call here, or we will send you any information fro them which you want.

As to any other things, we have a staff here which is pretty expe about most things connected with merchandising. It is entirely at yo service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we c do for you the longer we can keep you a subscriber. It is straig business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

The Proper Care of Perishable Food Products by the Retailer

The National Wholesale Grocers' Association of the United States as prepared and is issuing to the retail trade some extremely useful matter under the above heading, the point being to supply some practical directions by which spoilage in the retail store may be reduced as much as possible. From time to time the "Modern Merchant and Grocery World" will publish brief extracts from this matter.

No. 6.—Cigars, Coffee, Figs, Dates, Dried Fruit.

gars should be kept in a glass case. This case should not be open, as this causes the cigars y out rapidly. It is best to use artificial means of evaporation in the case.

COFFEE.

oasted coffee loses much of its inal flavor after it has been al- d to stand for some time ex- d to the air. The delightful which fresh roasted coffee is tantly emitting means that the uct is continually throwing off, ie form of gases, some of its es- ial ingredients. To prevent roasted coffee should be kept ir tight containers as far as pos- , which will also protect the luct from absorbing the moist- and the many pungent odors n the outside. Ground coffee quickly loses its strength if ex- d to atmospheric conditions.

FIGS, DATES, ETC.

igs, dates, candied fruit, choco- , cocoa, etc., should be kept in ol place and not exposed to ng sunlight or heat. Great care ld be taken to protect figs and s in bulk from dust and dirt, as e products are frequently hand- by the grocer in a very unsani- manner, and cleanliness is be- ing more and more important a or with a discriminating public.

DRIED FRUIT.

Dried fruit to be in good condi- must contain considerable isture. If it is exposed to the this moisture soon evaporates, the natural sugars found in the es crystalize, and the product ns color, becomes hard and loses h in weight and flavor.

Dried fruit should be kept in a l place, and it is advisable to use d storage during the summer nths if the goods are to be kept length of time. Do not use re of the fruit for display pur- es than necessary, and when so d the fruit should be protected close-fitting glass covers. If dried fruit is exposed to flies and other insects it is apt to become wormy.

Do not place more package goods on the shelves than is necessary for immediate use and for reasonable display purposes. Raisins and currants so exposed will soon dry out and become hard. Such goods should be kept in the original cases as far as possible.

Big Packers Fined For Violating Missouri Anti-Trust Law.

Fines aggregating $125,000 were levied by the Missouri Supreme Court last Tuesday on five large packing firms, and under the decree of the court the right of the companies to continue business in Missouri is conditioned on the payment of the fines by March 11th. Otherwise, or if they violate the anti-trust law, they must leave the State. The decision of the court was in ouster suits against the packers brought by Governor Major, then Attorney-General, in 1910. The companies affected by the decision are Armour & Co., Morris & Co., Swift & Co., the Hammond Packing Co. and the St. Louis Dressed Beef and Provision Co. The suits were an ouster directed against the companies on the ground that they had violated the State anti-trust law through the organization of the National Packing Co. as a holding company for the other concern. The court summarized the evidence as showing an agreement among the companies to restrict competition, fix the prices of live stock and of dressed beef and dominate the trade generally. It was charged that the companies had formed a pool to regulate prices paid for beef and products, to regulate the amount of beef and beef products sold or offered for sale, to limit the trade and to limit competition in purchase and sale.

AMONG THE TRADE.

There seems to be no doubt that this year's opening prices on jars are below cost of production. To the retailer this year's prices will average about $3.85 for quarts and $3.55 for pints. This is around 50 cents lower than last year, and the lowest price on record. A controversy among three competitors seems to be the only reason for the very low prices.

Parcel Post Free

Set of Standard Dry Measures, ½-pk., ¼-pk. and qt.	$0.75
Butcher's Frock Coat, each	1.50
Grocer's Long Aprons, half dozen	1.50
Hanging Bag and Twine Holder	.75
Swiss Cheese Slicer	3.50
Cheese Knife, 12 inches, tinned blade	.75

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.

You Can Increase Your Sales and Profits

¶ You can stimulate your trade and promote your business by using our "High grade—low price" Egg Cartons.

W. A. SCHURMANN & CO.
237 Diamond Street : Philadelphia, Pa.

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde,** Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.
Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

Doesn't Apply to Us

¶ The attack on package goods doesn't apply to **Wheatena,** because **Wheatena** is sold only in packages. It cannot be bought in bulk at any price, nor can any cereal approaching it be bought in any other package, either. **Wheatena** stands absolutely alone, and as you know if you handle it, consumers who want **Wheatena** will take nothing else.

¶ The tender, nutritious hearts of selected wheat, packed and guaranteed quite unusually.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n

Boots—Shoes—Findings

New Navy Shoe a Model of Comfort.

The new navy shoe, for which the Brown Shoe Co., Inc., has an order for 100,000 pairs, according to specifications, is a blucher oxford, the materials and workmanship being of the best, and in style the shoe is expected to resemble those in the average retail shoe store. Gun metal calf, with linings of bleached calfskin, and the best oak tanned soles, with whole leather heels and first-class lifts and top pieces, enter into the makeup of the shoe, which is said to be one of the best ever ordered by the United States Government for the enlisted men. It is a model of comfort. The same firm recently finished a 100,000 order for the army.

—

A Hard Wearing Shoe for Outside People.

Certain grades of shoes or boots suitable for rough wear are goods worth stocking. For example, a new line of boots for workingmen is made of a flesh split upper, a hemlock or chrome sole, standard screw and without any lining. They are called military shoes because they are unlined, and because the flesh sides of the leather is outside. The shoes are not handsome, but they will wear like iron and they may be retailed at $1.50 a pair. Shoes of this type are useful for mechanics, teamsters, farmers and others whose work keep them in the open and where wear is of prime importance.

—

Abundance of Variety in New Models.

The new styles for the current year show an abundance of variety. Narrow lasts and Louis heels, beaded pumps and colonial pumps are plentiful as to patterns. Lace boots in the gaiter styles will also be popular.

Every factory will be running full time before many months if the advance orders from the regular shoe trade count for anything. During the past two weeks dealers have been buying freely for the spring and summer seasons, and wholesalers advise merchants not to delay placing their commitments.

It looks like a Russian tan shoe summer in men's footwear. At least half of the products of a number of leading factores are in dark tans.

Shoe buyers are calling to-day for leather Louis heels, in women's lines. They are mostly two-inch, but some even higher. Wood heels have received a set-back in a number of places, because so many have been received from the factories poorly fastened. The demand is therefore for the all-leather heel, which is stronger and better wearing.

A salesman will find it helpful to determine just the shape of the foot he is going to fit by taking the foot in his hand near the ankle; hold it snug and draw the hand full length of the foot toward the toes. This will give one an excellent idea of the general contour of the foot, and at the same time give an idea of the shape and width to select. A little practice will soon equip the shoe salesman to be an expert.

Storm shoes for women are not so largely dealt in for the reason that low pumps and sheer hose are now worn at all seasons of the year. The high laced, sturdy shoe of former years is considered a back number, excepting in country districts, where the foibles of fashion are not allowed to interfere with the demands of common sense.

—

Difference Between Small Town and City Demands for Shoes. Popular Sellers for Spring.

General merchants who have been holding back their orders are now placing them for the spring season. A growing tendency is noticeable to follow this practice until close to the stocking up time in the spring. The predictions of higher prices as a result of the leather shortage has not lessened the conservatism of the merchant. Then again one other reason is the retailer's lack of confidence in his ability to guess the styles that will lead in the popular demand during the coming season. It must be remembered that a summary of the style development, from a national viewpoint, rather than the trend in any given section, should take into consideration that the shoe tendencies radiate from New York, that great creative center, in order to correctly gauge the particular models which may soon be popular in a merchant's community.

A dealer in the smaller town or city must necessarily consider the high style element from the standpoint of a limited demand, dependent largely upon the extent of a fashionable trade. Every buyer must also analyze local conditions and the demands of his individual trade, observes a competent authority. The French broad toe, short vamp last, with high arch and heel, will be the popular seller in the South and West and on the Pacific Coast. In the East the demand is for the longer vamp last, with recede toe in the higher grades, and for the stage last and some medium recede toes in the popular priced goods. The wide popularity of the French last is due to its very desirable fitting qualities, which make it adaptable to almost any type of foot. It is a well established fact that the long vamp with recede toe is more suitable for what is known as the "city foot" than for the small town and rural districts, where the foot seems to be generally broader. Many merchants handling shoes in the small towns have had no end of trouble with the long vamp patterns the past season.

The heels on turns will be the hali Louis Cuban, wood covered. On welts the half Louis-Cuban, all leather, will be used. The tendency in women's low shoes is toward the simple turn effects, with nearly straight lines. The best seller will be the short tongue Colonial, with a small ornament. While both turn and welt soles will be called for, the welt will probably be the volume seller. In the lower grades the regular strap effects in new designs of bars, cross-overs, etc., will be the popular sellers in "lows." The lace oxford is one of the new developments. The quarters are of cloth and a small overlay lace stay gives this pattern a strictly novel effect. The Easter trade, which heralds the spring season opening in many sections of the country where the climate permits, will also witness a wide sale of white shoes, aver the manufacturers who have been booking large orders from all over.

Dry Goods Notions Knit Wear

Retarding Influence on Retailing.

Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "The low prices announced on blankets and outing flannels have produced a good volume of advance fall business. Retailers are anticipating their wants liberally on these lines. Orders for domestic cotton cloths are still being placed with considerable freedom and prices are firm. Disagreeable weather has kept merchants from coming to market in as large numbers as a year ago, and it has also had a retarding influence on retail business."

—

Jewelry and Fancy Novelties at Notion Counters.

At the notion counter jewelry novelties and fancy articles command a ready sale. Tie clasps are shown in a wide range of designs. The tie and bar pins, with head of wood in a metal setting, are distinctly novel. With the vogue of sheer waists stronger than ever there will be a stronger demand for lingerie pins which serve to keep the straps of vest, brassiere and corset cover together on the shoulder. The designs are many and a good-sized sterling silver set of two pins can be stocked to retail at 50 cents. In hair ornaments there are many small and medium sized barettes of imitation carved shell or set with stones. Jet is a great favorite in a variety of standard and fancy designs.

—

Price Revisions Stimulating Buying of Staples.

Road orders from merchants are commencing to be strongly in evidence. Bleached goods are selling well and there is a decided increase in the cheaper grades of ginghams—goods that will retail at 10 and 15 cents a yard. Some improvement is reported in the call for percales and staple prints. Wide sheetings, sheets and pillow cases are in demand, many retailers of all grades now either ordering from the road men or are in the markets b on their own account. Price re made by the jobbers for the s trade are stimulating retail buyi many staples.

Owing to the growing scar ty increasing high price of wool bette ures for certain dress goods w low from this time forward as a tainty. Conditions regarding lin attracting more attention among ers because of the difficulties the finding in getting assurance of e ies. Domestic manufacturers of cerized damasks are busy on from jobbers on account of a sh of linen damasks in the hands o chants, and of which they are t the place.

—

Retailers' Associations Oppose of Trading Stamps.

During the past week the N Retail Dry Goods Association ha holding its annual convention in York. The membership is made department stores in the main, b number of independent general chants from all parts of the coun r also affiliated actively. One of th important questions which came b fore the association was the use of ing stamps or premium coupon marked opposition to their emplo was shown. Percy S. Strauss, of M Macy & Co., New York, was ou in his hostility to premium coup any form and manner, and in the c of an extended address arraigned ufacturers for indulging in the p and forcing their goods thereby o tailers as questionable merchan Among other remarks on the s Mr. Strauss said:—

"There are only certain conse who take an interest in the prem for which the coupons are exch able. The others, and I suspec are the vast majority, pay the inc price and receive no returns for th crease. It is merely another att to befog the direct appeal for pa age on the basis of quality and v The mission of the retail distribut to obtain the merchandise that the sumer demands as near the sour supply as possible, and thus to pl within easy reach of the consumer as small an increase in price as service and legitimate profits wil mit. To live up to this formula re the eradication of premium co trading stamps, extravagances of kinds and the development of every sible short cut that expert manag can devise. To stray into the by-p that are lighted by the will-o'-the of illegitimate profits will as surel to decadence."

Arthur Letts, of Los Angeles president of the association, on the topic, said: "Trading stamps have come a matter that should receive se consideration. A way should be br about to force their discontinuance firmly believe that if they shoul wiped out entirely that all of you r chants would be heartily in favo their abolishment. Trading stamps coupons of a similar nature, are to being forced upon a merchant wh

ics to use them or not. The de-ed campaign of the manufactur-d their allies, the coupon com- should be opposed by every one ted in legitimate business." Other and leading members spoke in ne vein.

Hardware
Tools
Specialties

Jobber and Distributing Retailer in Hardware.

hardware jobber is usually be-it association meetings, but R. W. igh, president of the Shapleigh vare Co., St. Louis and Philadel-n addressing the Oklahoma State ation recently on "The Jobbers etailers," said they comprised two ies of the business which are ab-y interdependent. From the 's standpoint Mr. Shapleigh of the jobber as really a sales that the average jobbing stock nprised of about 75,000 items; and e was no jobber where would the ant get the goods and how soon he get them? The way to make in retailing hardware is to ttle and often; keep assortments d turn stock and money as often ssible. The number of small or-Mr. Shapleigh remarked, from ants handling hardware had in-d to such an extent that it re-l more help to handle them, but would be fewer failures if the re- adopted the plan of buying in quantities and often.

ere is no antagonism between the r and jobber. There are very few of goods that the manufacturer ork through the dealer as cheaply ic jobber can," continued Mr. eigh. "The jobber has his sales organized, trained to go out on ain territory where he has become n and respected, and retailers will what he recommends when shown oods. If the jobber should be nated the cost to the retailer and e to the consumer would be in-d and not decreased.

ere has been a great deal of talk prices. I don't know, but this business is a funny thing to me know it is to you, because of the sion among the retailers. You more money in hunting up the lit-t of difference in price than if you l rely more on the source of sup-hat you deal with, manufacturer, r or wherever you may buy. The ng houses make an average of 3 ent. on their sales, so that there be much difference in the prices, if you don't treat a man right on s he is not going to stay with you long. Some competitor will come and show you up mighty quick. don't believe there is any jobber has a good customer who will not him if there is any special condi-tion arises in his town and he needs something special done for him in the way of price; I know we will if we have a good customer who centers his business with us; we will divide with him every time. Why? Because we help him to be a better merchant and at the end of the year his account is worth more to us than if we had not done so. To make money on anything we have got to take it on the average, and we are very willing to do it, and price is not everything, but a whole lot."

Hole Broken in the Federal Meat Inspection Act.

Alarm is felt by officials of the Department of Agriculture, charged with the duty of enforcing the Pure Food and Meat Inspection laws on account of the action of the Federal Court at Pittsburg, in directing the Baltimore & Ohio to receive a shipment of oleo oil, notwithstanding the fact that it bore no inspection label. At the same time, it forbade the meat inspector at Pittsburg to interfere with any shipment made by the complaining concern, an establishment that renders the fats from scraps of meats purchased in meat-selling establishments which are not under Federal inspection. The Government has taken an appeal from that decision, believing that the higher courts will set aside the injunction. Unless that is done the Meat Inspection law will be broken down to such an extent that at least one-third of its efficiency will be gone. If that injunction is allowed to remain, meat products that may be used for food or industrially may be shipped from one State to another without the least check upon them by either State or National authorities until Congress has provided a way for dealing with the situation. Until the Pittsburg court issued the injunction manufacturers rendering fat for industrial use were required to certify that the article tendered for shipment was not "capable of being used for food," but that it could not be denatured without damage to it, or that it could not be conveniently denatured. For some reason not disclosed to the Government officials, the Pittsburg company that complained to the court refused to make the certificate, and therefore the freight agent refused to issue a bill of lading for it. The court, in directing them to issue a bill, acted on the assumption that unless the Government shows that there was something wrong with the fat or oil there is no authority in law forbidding its transportation. There being no such claim, the Government could not stop the shipment. The officials rely upon the statute which forbids the transportation from one State to another of any meat food product unless it bears a certificate that it was prepared from healthy animals, under sanitary conditions, under the supervision of the Secretary of Agriculture.

You need a sign marker and you need it bad. Look up the ad. of the R. H. Smith Mfg. Co., Springfield, Mass., in this issue.

Complete Line of **Easter Baskets**

WRITE FOR PRICES

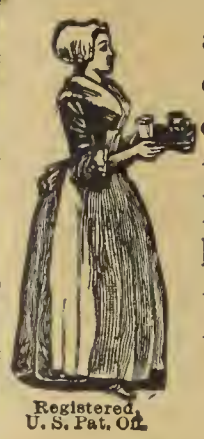
WITMAN BROTHERS

Jobbers Woodenware, Groceries and Hardware

HARRISBURG, PA.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate



are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Registered U. S. Pat. Off.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

SAVE TIME RISK MONEY

Invest $25 to $75 in a Schick All-Steel Baling Press—the capital will be returned to you inside of a year, with liberal interest besides. The paper, straw, rags, shavings, excelsior, etc., you now burn up, or pay someone to haul away, can be baled and *sold at a good* price—if you use the

ALL STEEL Schick FIREPROOF

BALING PRESS

Absolutely fire-proof—takes up little room—provides safe storage for waste and eliminates fire risk—lowers insurance rate—pays for itself and earns money for you. Right size for every shop, store or factory—sold on

TEN DAYS' FREE TRIAL

Write to-day for catalog No. 64, **FREE TRIAL OFFER** and information about selling waste at a profit.

Used in Uncle Sam's Post-Offices

THE DAVENPORT MFG. CO.
DAVENPORT, IOWA.

Bought Simply Because She Liked the Glass Package

It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

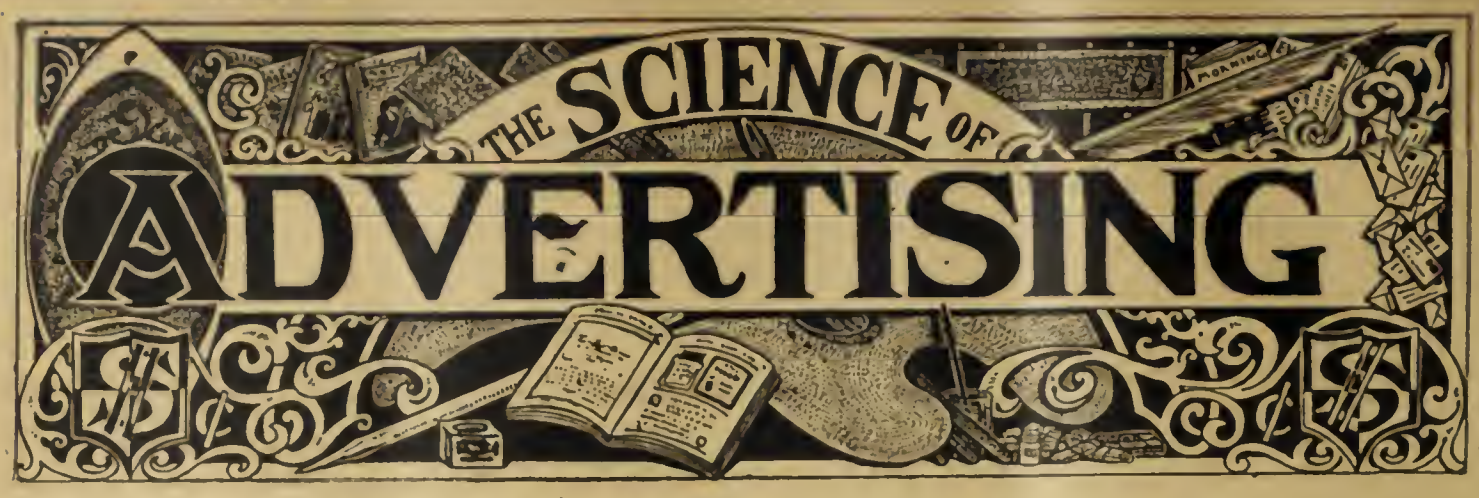
Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. PHILADELPHIA Pennsylvania . .



Mr. Roy H. Muntz, proprietor of the Cash Market, Greenville, Pa., sends me a couple of the circulars which he recently used. Mr. Muntz seems to be running a business which to some extent is unique. He sells only for cash, and gives free delivery only on orders amounting to more than $3. Orders of less than $3 are delivered only on payment of 10 cents extra. He makes a specialty of phone orders, but has a rule that they must be paid for C. O. D. The circulars are both large—10½ x 15 inches. The printing is fair and so is the paper. Here is the much reduced reproduction:—

CASH The CASH MARKET C.O.D.
RAY H. MUNTZ, Prop.

TWO BIG BARGAIN DAYS

In order to better advertise our CASH MARKET and also to advertise certain brands of goods, we are going to give the people of this city TWO BIG DAYS of BIG BARGAINS. The prices quoted under these days' advertising are for two days only—Tuesday and Wednesday, January 26 and 27 ABSOLUTELY NOT GOOD ANY OTHER DAYS Come early in the morning and do your shopping

Tuesday and Wednesday---Jan. 26 and 27

Blue Label Ketsup—can you beat it, bottle 11c 20c
Maple Syrup, pt 20c, qt 40c
Fine Evaporated Peaches, lb 10c
Best Santa Clara Prunes—a bargain at 3 lbs. for 25c
English Walnuts—look at the price, lb 15c
Rolled Oat—after Wednesday it is 8c, pkg. 7c
Beauty Evaporated Milk—4 small or 2 large cans for 15c
Brazil Nuts—large washed ones, 2 lbs. for 25c
Wax or Green Beans—see the price, 3 cans for 25c
Matches—Easylite brand, double tip, doz. boxes 35c
Vanilla Extract—regular 10c, at 8c
Tapioca—fine pearl, lb 7c
Rice—wonderful bargain, 4 lbs 25c
Grape Fruit—2 days only, 9 for 25c
Apples—fancy eaters and cookers, per pk 20c
Famous Gold Bar Peaches, can 20c
Grandma's Washing Powder, 8 for 25c
Olives—regular 25c jar for 17c

FLOUR Have you bought enough flour to last you the winter? Remember spring wheat flours are selling at $2.30 a sack. Put in your winter supply of our Cream Loaf. We guarantee it. Don't delay as we can't guarantee this price much longer at the present price of wheat. "Get next." $1.80 SACK DELIVERED

On Mon., Tues. and Wed. we will deliver 1 sack Cream Loaf Flour and 1 25-lb. sack cane sugar both for $3.20.

Campbell's Soups can
Van Camp's Soups can
Van Camp's Baked Beans can
Van Camp's Spaghetti can
Libby's Baked Beans can
Tomatoes can
Peas can
Corn can
Wax Beans can
Green Beans can
Large Jar Mustard jars
Belmore Bread loaves
Oyster Crackers lb.
Cranberries qt.
Fresh Hominy qt.
Ground Cinnamon box
Kingsford Corn Starch box
Hershey's Chocolate cakes
Hershey's Cocoa box
Dutch Cleanser can
Borax Chips carton
Hone Such Mince Meat pkg

9c Each
--3 FOR--
25 CENTS
SAVE 20% ON THESE ARTICLES

Pet Milk can
Honey Milk can
Carnation Milk can
Mule Team Borax pkg
Egg Noodles pkg
Lilac Rose Soap bar
Lye can
Ammonia bottle
Pumpkin can
Karo Syrup can
Jelly Glass pkg
Jell-O pkg
Jell-O Ice Cream Powder pkg
Best Head Rice pound
Black Pepper box
Shoe Polish boxes
Red Kidney Beans lbs.
Elastic Starch boxes
Sapolio cakes
Bon Ami cakes
Scotch Barley boxes
Stove Polish bottles

War Bread 40-oz loaf 10c	Fresh Hominy 9c qt. 3 qts. for 25c	Grape Fruit 4c 8 for 25c	Oranges 1c EACH	Oranges LARGE SIZE 20c doz.	Honey BEST CLOVER 22c section
Fresh Eggs STRICTLY FRESH 40c dozen	Selected Eggs VERY FINE GRADE 29c dozen	Navy Beans 7c lb 10 lbs. 60c	Lima Beans 9c lb 5 lbs. 42c	Bananas Extra Fine 20c doz.	English Walnuts BEST GRADE 18c lb.
Swiss Cheese TRY A POUND 25c lb.	Shredded Cocoanut IN BULK 20c lb.	Full Cream Cheese EXTRA FINE 20c lb.	Evaporated Apricots FANCY STOCK 18c lb.	Gas Mantles BEST GRADE 8c each	Figs TRY CAMEL FIGS 20c lb.

Sirloin steak 22c
Round steak 20c
Beef Roasts 15c to 17c
Pork chops 18c

MEATS

Country sausage 16c
Smoked sausage 18c
Home rendered lard 15c
Pork steak 20c

BUTTER WE ARE OFFERING for a SHORT TIME ONLY FRESH COUNTRY BUTTER Cheaper than Oleo 24c lb.

The Progress Publishing Co.

The printer who produced this circular is extremely careless about his proofreading. I note several bad breaks in spelling, among them, these: ketsup for catsup or ketchup, boves for boxes, lable for label, noisless for noiseless, and so on. All are errors that any printer's devil ought to see. The way to keep a sloppy printer up to the scratch is to give him fair notice that you will deduct twenty-five cents from his bill for every proofreading mistake. There is absolutely no excuse for the mistakes I have pointed out and any printer ought to be ashamed of himself to let such things go out of his shop. There are also many errors in punctuation.

* * *

Mr. Muntz is selling cheap, there is no doubt about that, and I have no doubt he is getting business from this advertising. Whether he is making any money at these prices is another story. I know by observation and experience that the busiest store is very often not showing up the best in its cash register.

* * *

Readers of this department know that I don't believe, usually, in great big advertisements. My judgment is that the more stuff you give a man to read at one time, the less likely he is to read any of it. Even if this rule is correct, it probably has an exception in business like Mr. Muntz's—a store doing for cash only and selling large price. I believe that the sort of advertising Mr. Muntz is doing is well calculated to get results. He is selling price mostly, and that is probably he won't lose as much as the quality dealer would, by not enlarging on the quality of his goods.

—

NOTE.—This department is devoted the criticism of advertising matter in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

—

You need a sign marker and need it bad. Look up the ad. of R. H. Smith Mfg. Co., Springfield, Mass., in this issue.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Service.—Do you boys know that to attain success the biggest factor in the business world to-day, according to the biggest business minds, is service.

Service thought out and applied on scientific lines is the surest basis for growth and strength in growth.

Take any business, any institution even that is a monument to its founder and you will discover that that business or that institution devoted itself primarily to service.

* * *

You are saying what has that to do with me. I am not the president of a corporation or a trustee of a modern foundation.

Very true, but you are the president and treasurer and sole owner of a piece of active property that can be made to pay pretty good dividends. And the value of these dividends will largely depend upon the importance you put upon service.

In other words, the self same principle that applies in the successful building up of a business applies in the successful building up of a man.

Don't care how well a store's business is established its service can't lag a minute. If it does that minute counts against it.

It's the same with yourself and myself. When we cease to give the best we immediately start an example in subtraction.

* * *

Service is a very broad thing when you come to think it out. It implies far more than just waiting upon cust nicely and getting around pr mornings. It implies hones thought and action. It implies earnest interest in the work at hands. It implies a sober mind, l no man can be a service man judgment is distorted with w Shun it as you would shun the most poisoned arrow.

* * *

To serve manfully your empl to command respect—from yours your associates. What is at the b of nearly all this grouchiness, discontent, this grumbling, this and so-called bad luck? Nothi inefficient service.

Its refreshing to meet so man lows who are service fellows—l actually loving their work.

One of them called on me th evening. He was an ex-employe a dandy clerk. He is now manag one of the "A. & P." chain store was full of it, radiant as could be. ice was sticking out all over him was an inspiration.

I meet lots of boys like h happy, all on their way to succe we meet many of the grum grouchy, kicking kind, sadly but prescribing their own failure.

It's never too late to break You've just taken the wrong turn road. It's only a few steps back.

"Keep to the right as the law direc
For such is the rule of the roa
Keep to the right whoever expe
Securely to carry life's load."

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, roceries, hardware, dry goods, anything at all that's in good condition, ut won't sell for *you*.

If you will make a price on it we can probably sell it for you a hurry. Write us about it, stating the quantity, condition and your est price. You might give the original cost, too. We will give it a key umber and offer it to our 4,000 subscribers. Your name will not ppear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday emand for somebody else, who will be glad to get your stock of it at bargain.

There will be no charge for this service anywhere—we do it to help long.

Address Communications to

XCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 7.

ive for sale one small Counter ee Mill which cost $17; will sell $9. This mill was only in use ten s. Am now using an electric mill. one Switzer Cheese Cutter, which $4; will sell for $2, as we are a U. S. Slicer. This was also in only ten weeks. Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

Offer No. 10.

e have on hand the following. uld like to dispose of same:—
cases of Hummel Coffee Essence, n good order; will sell for $2 a s, 2 cases to a gross.
J. B. Losey,
Somerville, N. J.

Offer No. 13.

have a modern iceless soda foun- with pumps, a 10-foot outfit; solid ble; has only been in use three ths. Cost us $1,200; will sell for cash, f. o. b. Waynesboro. Every- g as good as new.
Standard Grocery Co.,
5 W. Main St., Waynesboro, Pa.

Offer No. 17.

have almost a case, about 3½ dozen, Mother's Cleanser; also about 20 ages of Quaker Cracked Wheat on d, in first-class shape and new. ther's Cleanser was $3.25 a case, 4 ., less 4 per cent., $3.12. Cracked eat, $2.45, two dozen. Make offer.
Godfrey Quebel,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

Ve have for sale or exchange, equal ue: One Electric Sign, glass sides, ut 3 x 4 ft., wired with electric ps, suitable for grocery and delica- sen; will sell for $10. Also 4 two- nch combination gas and electric ndeliers; cost $7.50 each; will sell 4 $12. And 1 large 4-burner gas lamp, h extra glass globe, for either inside outside lighting; cost $12; will sell $7.50. A. J. Patterson,
S. W. corner Fifty-sixth and Chris- tian Sts., Philadelphia, Pa.

Offer No. 21.

have a fine, handsome C. V. Hill rigerator, used only a year and a f. Have discontinued meats and refore have no use for it. Box ab- utely up to date, 6 x 7 x 10 feet high, h four compartments, holding fresh ats, smoked meats, butter, cheese, etc. st me $350 only 18 months ago; will l for little more than half to move lickly, as it is in the way.
H. M. Gingrich,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.
John Altman & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank. W. E. Roberts,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y. W. L. Benedict,
21 East Pearl St., Wellsville, N. Y.

Offer No. 31.

Refrigerator for sale, $50, cost $100; 8 x 4 feet, mirror top, two upper doors, beveled glass; suitable for grocery or delicatessen store; freight prepaid.
Benjamin Gebhard,
111 W. Duval St., Germantown, Phila.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.
Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?
A. B. Crawford,
Freehold, N. J.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing $145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.
Mullison Grocery Co.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.
P. L. Glase, Son & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?
Atco Stores Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.
P. B. Steininger,
Lewisburg, Pa.

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for $2.75 per box, f. o. b. Atlantic City, N. J.
L. A. Bacon,
1301 Baltic Ave., Atlantic City, N. J.

Offer No. 46.

I have for sale one Flat Top Office Desk, color dark oak (size 36 inch and 50), 7 drawers, which I have no use for and will sell for $7 cash, f. o. b. Donaldson.
L. T. Jones,
Donaldson, Pa.

Offer No. 49.

Three boxes, 25 pounds, 60-70 California Prunes, in good condition, at 4 cents per pound (1913 crop).
John S. Lee, Elkton, Md.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap. Peter C. Housman,
Milford, Del.

Offer No. 52.

I offer four Buckeye Paper Balers, practically new. Cost $12 each. What will you bid?
H. D. Hubbs,
West Chester, Pa.

Offer No. 53.

One Oliver Visible Typewriter, complete with case and tools; as good as new, not a rebuilt machine. Price $30, and if too high, offer what you would give. Cheap at price quoted.
H. F. Snader & Co.,
Adamstown, Pa.

Offer No. 54.

I have about 700 pounds Georgia Pecans, three different sizes, 12½, 16 and 22 cents per pound, f. o. b. Statesboro, Ga. Also fine Georgia cane syrup, in gallon jugs and quart bottles, 40 cents per gallon, f. o. b. Statesboro. Will sell or exchange for a staple.
H. Clark, Statesboro, Ga.

Offer No. 55.

Electric Coffee Mill for sale or exchange, 500 volts direct current. Perfect condition, low price.
P. J. Leary,
Conshohocken, Pa.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.
John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 57.

I have for sale a double McCaskey Account Register, 440 accounts, arranged to increase to 800 accounts; cost $240, will sell for $175 cash. Only used six months. Reason for selling, started cash business.
Robison's Table Supply Store.
Sharon, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.
N. W. Bennett,
549 Fifth Avenue, Troy, N. Y.

Offer No. 60.

I have for sale a small job printing outfit, in first-class condition, consisting of a Monumental rotary foot-power press, chase 6 x 9, and nine small fonts of type, suitable for regular job work in connection with a business of any kind for bill, letter and statement cards, posters, circulars and all kinds of work done on a press this size; piece rules, furniture, type cases, etc., all go with it, for $75, f. o. b. Greencastle, Pa. If interested write, and I may do better. Address W. Scott Hostetter, Box 232, Greencastle, Pa.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for $2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Not a Luxury

The many uses and economy of

MAPLEINE

classify it as a necessity that goes far and costs little. As a flavoring it is very satisfactory.

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

CCXCVIII.—Some Practical Explanation of the Pending Stevens Bill.

I have been requested to make some explanation of the Stevens bill, which is now pending in Congress, and the object of which is to give a manufacturer the right to force the retailer to sell his, i. e., the manufacturer's product at the price which he, the manufacturer fixes. It is the first bill of the sort to be offered to any American legislative body, and if it passes it will work a revolution in the commercial practices of all lines.

Probably a large majority of the manufacturers of proprietary or trade-marked articles would have them sold at a fixed retail price if they could. Most of these articles are sold by manufacturers to jobbers, and by jobbers to retailers, not, in other words, direct from manufacturers to retailers. Time was when the manufacturer, even when he did not sell the retailer direct, would paste some sort of a notice on his packages that the article was to be sold at a fixed price only. Most retailers obeyed, but once in awhile one would cut and the manufacturer who was involved would sue him and so the question whether such a notice, issued by the manufacturer, was really binding on the retailer, would get before the Courts. The United States Supreme Court has several times held that it was not, and undoubtedly that is now the law. It applies particularly, however—and I believe exclusively—to cases where the manufacturer sells to the jobber. The substance of the decisions is that as the manufacturer did not sell the retailer and had no contract relation with him, the mere pasting of a notice on the label could not bind a retailer to sell at the price named in the notice; therefore the retailer could cut that price if he chose.

These decisions broke the manufacturer's control over *retail* prices in every case where he sold the jobber and the jobber sold the retailer.

None of these cases, however, flatly decided that a manufacturer, *where he sold the retailer direct,* could not tie that retailer up to sell at a fixed price, and my contention has always been that a manufacturer had the right to do that. A case decided recently in the State of Washington (Fisher Flour Mills vs. Swanson) upheld my views as to that, but the United States Supreme Court has never settled the question. The manufacturers, however, have been afraid the Government would prosecute them if they attempted to control the resale prices even of their own immediate buyers, and they have practically all given up making such attempts, except so far as the knowledge by a buyer that he would be cut off if he cut the price, constitutes an attempt.

This is the present situation throughout the United States, except in the State of Washington, where the highest court has flatly ruled that the manufacturer of a branded article can make and enforce a contract binding his immediate buyer to resell at a price fixed by the manufacturer.

As stated, manufacturers generally are exceedingly anxious to get the right to fix the retail prices of their own products, and to compel retailers to sell at those prices only. They claim that holding the price uniform helps their business, while indiscriminate cutting hurts it. Therefore the Stevens bill, which aims to give the manufacturer the right in question. The bill is too long to reproduce verbatim, but I here present a digest of its various paragraphs:—

Par. 1.—Makes it legal for manufacturer or producer to sell any article under a special brand, to either wholesaler or retailer, under a contract which provides the "sole, uniform" price at which it shall be resold. Provided—

Par. 2 (a).—That the manufacturer or producer who does this shall not have a monopoly or control of the class of articles to which his article belongs nor shall he make any combination with a competitor to fix prices on competitive articles.

Par. 3 (b).—The manufacturer or producer shall put a notice on his product stating the retail price he has fixed. The product shall not be resold except at that price.

Par. 4 (c).—The manufacturer or producer shall file in the Bureau of Corporations a copy of his trademark or brand, and a schedule stating the price he has fixed both to wholesalers and retailers. Filing fee, $10. Under the price schedule there shall be no discrimination by allowing a discount for any cause, or by granting any special concession allowance or rebate.

Par. 5 (d).—Permitting the dealer owning a stock of any branded article which bears a fixed price notice to sell it cheaper (1) if he is retiring from business or (2) if it is damaged, but only in either case when he has first offered it to the manufacturer and the latter has refused to pay him cost price for it.

This is truly a most remarkable bill. I consider that—if constitutional—it gives to the manufacturer a clear right to fix the price *at which his immediate buyer shall resell the article*, but I do not believe it is equally clear that a manufacturer may under it sell to a jobber and at the same time compel the retailer who buys from that jobber to resell at the manufacturer's price. There is no clear provision to that effect in the bill, and assuredly the courts will never read it in if it is left to them.

But assuming that the bill is good and that it does give a manufacturer the right to sell a jobber and bind the retailer who buys from the jobber, what will happen if the retailer doesn't sell at the fixed price which the manufacturer has made? The penalty for violating a law is of course its most important feature. The Stevens bill is not a penal or criminal measure, and he who violates it will incur no criminal liability whatever. He will simply lay himself open to a civil action for damages by the manufac whose product he has cut, base the theory that the notice provi for resale at a fixed price w valid contract under the Ste bill, that cutting the price w breach of that contract, and the manufacturer is entitled t cover damages for such breac course, in such a case, the pl can only recover such damag he can prove he sustained. W a cut in price had just been m for instance, it would be pretty to prove any damage what Still juries are sometimes gen where the question is submitte them. In the Washington case fer to, the plaintiff, who was a manufacturer, placed his dam at $1,000, though he failed to tually prove that the defend price-cut had cost him any sum, but that is what the jury him, all the same.

The court might also grant a junction in such a case, forbid the cutter from continuing to c the plaintiff could show that it hard to estimate actual damag dollars and cents, and that the damage would probably amou a great deal more than could b tually proven.

Perhaps I need not say that Stevens bill would apply only selling contracts made betw parties in different States, as b Ohio manufacturer selling t Pennsylvania buyer. This would not legalize a fixed price tempted to be fixed by an O manufacturer to an Ohio buyer, cause it would have no jurisdi over sales wholly within one S

(*Copyright, February, 1915, by Elton J. Buckley.*)

—

Question: A. L. P., Jamest N. Y.—Could you give me advice on the Sunday closing (a copy of which I enclose)? I a retail store, selling crea products, groceries, confectio cigars and notions. We have accustomed for years to keep all day Sunday and sell everyt in our line. Now I understand Sunday State law is going to b forced. Some dealers have served with notices to that ef We have had no notice yet, what we saw in the newspap Can we legally sell goods served with a notice of the cha or is that newspaper article enou

How would you interpret Sunday law, paragraph 1? If a toothbrush is that violating law? Paragraph 5, can we baked goods, canned goods, ch and butter during said hours?

ose points I wish to have more defined and the law in general ined as to what we can sell on ay.

swer.—The Sunday law re- l to is as follows:—

LIC TRAFFIC ON SUNDAY.

ll manner of public selling or ing for sale of any property n Sunday is prohibited, except ollows:—

Articles of food may be sold, ed, supplied and delivered at time before 10 o'clock in the ning.

Meals may be sold to be eaten the premises where sold at any of the day.

Caterers may serve meals to r patrons at any time of the day.

Prepared tobacco, milk, eggs, soda water, fruits, flowers, fectionery, newspapers, drugs, licines and surgical instruments, be sold in places other than a n where spirituous or malt ors or wines are kept or of- d for sale and may be deliv- l at any time of the day.

Delicatessen dealers may sell, ly, serve and deliver cooked prepared foods between the rs of 4 o'clock in the afternoon 7.30 o'clock in the evening in tion to the time provided for in livision 1 hereof. The provi- s of this section, however, shall be construed to allow or permit public sale or exposing for sale delivery of uncooked flesh foods, neats, fresh or salt, at any hour time of the day; delicatessen lers shall not be considered as rers within subdivision 3 hereof.

the officials whose business it enforce the laws have permit- given law to lapse, and have no effort to enforce it for a derable period, the people who ubject to the law are entitled tice before it can be enforced st them. Apparently the au- ties of your section realize this, he clipping which you send s that they are distributing es to all dealers who have been g on Sunday. In my judg- however, general public e, through the newspapers, d have been enough. That e having been given, and you ng seen it, my advice is to even if you get no specific e.

should say that the sale of a brush was absolutely prohib- under the law reproduced e.

ndoubtedly you can sell baked ls, canned goods, cheese and r as a delicatessen dealer be- n 4 o'clock P. M. and 7.30 I.

—

uestion: "C.," Pennsylvania.— subscriber to your paper I to have your valuable opinion t the National Oil, Gas and ng Co., 6049 Magnolia Ave., adelphia, Pa. As the officers his company all seem like good, responsible men, I was considering buying some of the stock, but would like to have your candid opinion, and am enclosing some literature of this company and I enclose postage for return of same.

Second, a person having a license to sell butterine, wishing to sell out his store and fixtures to his neighbor a few doors away, can this license be transferred to the second party's store, or does he have to get a new license? There has been a vast difference of opinion in this matter and therefore I take this means of being properly informed.

Answer.—I have looked over the literature of the National Oil, Gas and Mining Co. and have also had some investigation made of the concern. The address on Magnolia avenue is not in the business section and is evidently a private residence. The officers are given as follows: I. R. Hunsberger, president; Warren H. Shingle, secretary; C. W. Cathers, vice-president; J. Howard Ellis, treasurer; directors, J. Howard Ellis, People's National Bank, Norristown, Pa.; C. W. Cathers, Philadelphia; C. W. Rogers, Augusta, W. Va.; Warren H. Shingle, Germantown, Philadelphia; I. R. Hunsberger, Philadelphia.

The "National Oil, Gas and Mining Co." does not appear in any Philadelphia directory, house, business or telephone, and is not rated in Philadelphia in the mercantile agency reports.

Years ago an old mining man told me never to invest in any mining scheme, or in a scheme like a mining scheme, without first going to the spot where it was located and making the closest investigation possible. I have come by observation and experience to look on this as splendidly good advice. This buying of stocks in a mine or an oil well hundreds of miles away, on the strength of what the agents, or the literature says about it, is very foolish business. Take the first question, that of the title to the property. No matter how valuable the mine may be, it is of course obvious that if it doesn't belong to your company, you will get no good of it.

In this literature, it is said that the company owns outright 1,280 acres of West Virginia land. It is also said that you can see the deed if you like. All that gives you no protection. I know something of West Virginia titles, and half of them are in dispute, due in part to the careless and indiscriminate manner in which land was granted a century or more ago, and the equally careless way in which old records were kept. It would not be safe to invest money in an enterprise like this without having the title searched from beginning to end, and even then it might be a risk.

But even if the title is good the scheme may be worthless. I have seen so many of these timber—oil—gold—coal schemes come up and soon after blow up, that I have become suspicious of all of them. I would not invest a single penny without a thorough investigation of every phase of the enterprise.

No. 2.—My recollection is that the Attorney-General recently wrote an opinion on this subject, in which he advised the Dairy and Food Department that they could transfer an oleo license under such circumstances as you name. Write Dairy and Food Commissioner James Foust, Harrisburg, Pa.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Wanted—a Used Keith Credit Register

Give full specifications, including year purchased, type of register, condition and price wanted, also cost price. Address "R. O.," Modern Merchant and Grocery World.

A Good "Yeast Store"

¶ Practically all grocers sell

Fleischmann's Yeast

still, in every neighborhood, there are one or more groceries that hold reputations as "good yeast stores."

¶ Incidentally a good "yeast store" generally becomes a good flour store and withal a pretty busy place.

THE "EASY" SIGN MARKER

Every Retail Salesman knows how attractive Signs and Price Cards help to move stock, but not every store is equipped to supply them.

The "Easy" Sign Marker is a **practical** article, making handsome store signs of every size from Counter Cards to Bulletins.

Over one hundred Styles, from 3/8" to 4" characters. Used by the Woolworth and other large organizations, and by a multitude of individual concerns.

Over 200,000 sets have been made and sold.

Offered for the first time direct to the Retail Merchant.

Complete catalogue free on request.

THE R. H. SMITH MFG. CO.

Est. 1865 SPRINGFIELD, MASS. Inc. 1883

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

The Rights and Wrongs of Loading Up Customers.

D'ye know, one of the hardest things I have to do, as a salesman, is not to load people up.

I don't believe in it and I never have believed in it, but a big bunch of salesmen do believe in it, and what's more, they do it all the time. I don't, and that's why I don't sell as many goods as some of the other fellows. That don't make me feel good.

It's why I only make $25,000 a year selling goods on the road.

I suppose I've had a million talks with other salesmen about whether it's good policy to load up the trade. What one of 'em said to me not long ago shows the way they feel about it.

"I don't figure that it's up to me at all," he said. "I've got a right to sell a man all the stuff he'll buy, so long as I don't lie to him or put anything over on him. If he don't know how much he ought to buy, how in thunder can I know? If he finds out afterward that he's bought too much, that's up to him."

And say, when it's put to you that way, why it sounds like there was something in it, don't it?

All the same, I don't quite see it, and I suppose I'll go on until I'm done, losing sales I might make.

I used to think a customer sort of tied up to you when you looked after him that way. But I ain't as sure of that as I used to be. Customers don't stick any too close to one house or one salesman any more, when they think they can save a nickel buying somewhere else. There was a time when they did, but we didn't have these yellow and green and red cash price-lists shooting in to all the stores then.

Understand, I have some customers that I load up to the neck every chance I get. It's good for 'em. For those special fellows, it's the best thing that can happen. Unless they're loaded up they won't work. I'm thinking of one fellow now that ain't a bit of good in the world unless his stock is half as big again as it ought to be. When he begins to feel something pinching him, then he wakes up and works himself black in the face until he works it down. Schemes all the time. But when the stock gets down he goes to sleep again until some kind friend like me comes along and swells it up.

Sure as you live, being loaded up is good for some. But some retail fellows can't stand it. They lose their nerve. Another man that buys of me occasionally, the minute he finds he's overbought, he thinks business is going all to hen, and until that bunch of overstuff is gone, he cuts down on the things he really ought to buy and that hurts his business. If I know anything about it, he goes about it the wrong way. He ought to know what he's doing in the first place. He ought to know how much stuff his business would stand and stop when he's bought it. But if he can't do that, then he ought to sit up nights, when he's bought too much of something, to get rid of *that*. Not to cripple his business shutting down on what he ought to have.

Ain't that right?

I've told him that a heap of times, but as I always do it when I'm trying to sell him something, he thinks I've got an axe to grind, and he gives me the knowing grin.

That's the way with me, nobody understands me. Nobody sees how noble I am. Nobody loves me for meself. If I only had some brains, I'd blow 'em out, that I would.

I find the fellow you can't ever sell too much to is the fellow that studies the markets and knows where he is. That is, unless he's one of these chumps that plunge every once in a while. He often buys too much because he thinks he knows all about the market and he'll get in ahead.

Once in a while he hits it, but oftener he don't. Gee, it's foolish to act like that.

The easiest mark on top of the earth for the salesman that don't care for anything but putting over the most stuff he can, is the fellow that don't read any trade papers and only gets what he picks up about the markets. He's a born cinch. If a salesman don't care what he does or says, he can load him up to the ears. You'd think you couldn't do it more than once, but you can. The more a fellow like that gets burnt the more he seems to want to go in and ki red hot stove. Worst of it 's kind of a hairpin never appre it when you look after him, the time he don't even know doing it.

THE STROLL

Former Standard Oil Manage Head Independent Compa

Announcement has just been that Mr. F. C. Grenshaw has re his position as general manager Standard Oil Co. after twenty years' continuous service with tha pany. Mr. Grenshaw has a large of friends among the heads largest industrial concerns of the try, as well as among the jobbi terests, and many warm friends the ranks of the retailers. He is throughout the country as a great business force, unquestion tegrity, and thoroughly respe There is probably no better poste in the oil industry. Interest change naturally attaches itself report that Mr. Grenshaw will large independent oil refining c

---

You need a sign marker an need it bad. Look up the ad. R. H. Smith Mfg. Co., Sprin Mass., in this issue.

Weekly Window Display Suggestions

Flour Display.

A neat, well-arranged window display takes better than an over-c one. To push a new brand make a window display of it. First co bottom of the window with light crepe paper. Place different size like in illustration, across the rear, with a large sign eard suspende the top. On one side of the front of the window put a well-baked bread, on a high standing dish and on the other side, a tin bread with a bag of salt and a box of yeast eakes near it. In the cente sign card telling who baked the bread and what brand of flour was

Modern Merchant

AND

Grocery World

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Circulates in every State of the Union and Canada.

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Written for the "Modern Merchant and Grocery World."

Will You Join the "Buy It Now" Campaign?

A Novel Plan to Induce People Who Are Contemplating Buying Anything to Buy It Now so as to Make for General Prosperity. Plan Originally Directed to Farmers, Who Have More Prosperity Than Anybody Else, But It Has Gotten Beyond That.

Nothing is of such intense interest either to your readers or yourself as the question of the return of real business prosperity.

The purpose of a campaign which the "Buy it Now" Campaign Committee are undertaking is to urge the buying of goods now which of necessity must be bought during the coming few months. The campaign, as originated, was directed to the farmers of the United States, who are more prosperous to-day than they have ever been in their history. Our main effort is to get the farmers to pass some of the prosperity which they enjoy to the business men of the United States.

This campaign was started by the Agricultural Publishers' Association, publishers of the principal farm papers of the country, but it has far outgrown any such limitation. The farm papers are doing their utmost and are devoting generous space each week. This means that every intelligent farmer in the United States is having his attention forcibly directed to the idea of Buy it Now and is being urged to do his share.

Very great assistance has been received in publicity through the Associated Press, American Press Association, Western Newspaper Union, Associated Ad. Clubs, Chamber of Commerce of the United States, Foreign Language Publications and other organizations. A really tremendous campaign is in course of preparation with the assurance of acceptance by most of the important daily newspapers of the country.

The President of the United States has given his public endorsement. The Department of Agriculture has expressed its willingness to active assistance and the Department of Commerce has placed at our disposal its organization and its branch offices throughout the country.

Briefly, we are working along two main avenues. The first is directed primarily to the farmer, but also vigorously to every one through every possible means of publicity. The interest and sentiment aroused makes our second line of work possible, viz., to make a direct effort upon the principal sources of buying in this country. Letters have gone out and are being sent to the presidents of each of the railroads, to the Governor of each State the Mayors of the cities, County Boards, heads of public service corporations, large business concerns, university presidents and others who control large expenditures.

C. C. Rosewater,
Chairman Buy it Now Campaign Committee.
Omaha, Neb., February 15, 1915.

Government Says There Will Be No Food Shortage.

Especially in Wheat, Even if a Million Bushels a Day Are Exported From Now Until July. Plenty of Other Foods, Even if Wheat Became Unavailable, Government Points Out.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
February 19, 1915.

The Department of Agriculture has issued the following statement:

The 1914 wheat crop of the United States was estimated to be 891,000,000 bushels. The estimated surplus carried over from the 1913 crop was about 76,000,000 bushels. There was, therefore, a total available supply of 967,000,000 bushels. As the normal annual per capita consumption of wheat in the United States is about 5.3 bushels, 520,000,000 bushels should meet our normal domestic requirements for food; in addition, 90,000,000 bushels are required annually for seeding. Six hundred and ten million bushels, therefore, should supply the normal domestic demand. This would leave a surplus of 357,000,000 bushels. Of this surplus about 210,000,000 bushels were exported by January 30th. This left 147,000,000 bushels, or 40,000,000 bushels more than our average annual export for the past five years, for export between February 1st and the appearance of the new crop, or for carrying over into the next crop year. The amount is sufficient to permit the export of nearly 1,000,000 bushels a day until July 1st, before which time the new crop will begin to be available. This is about the average recent exportation.

The large demand for our wheat arises from the fact that there was an estimated world's shortage of over 400,000,000 bushels outside of the United States; from the fact that the Russian exportable surplus of 100,000 bushels is not available generally, and from the fact that the belligerent nations are eager to secure food supplies. If it were not for these things we should be discussing ways and means of disposing of our tremendous surplus of food products.

As has been stated, the new American crop will begin to appear before July. The Argentine crop is now coming on the market. It is estimated that from that source there will be available 100,000,000 bushels. A surplus of 75,000,000 bushels or more from India will be available in May and June. The increase in the fall sown wheat acreage of the United States in 1914 was 11.1 per cent., or over 4,000,000 acres; in the Northern hemisphere generally the acreage of winter wheat shows an increase of from 3 to 33 per cent., as follows:—

Denmark, 3 per cent.
Italy, 5 per cent.
Switzerland, 10 per cent.
United Kingdom, 10 per cent.
United States, 11 per cent.
India, 22 per cent.
Canada, 33 per cent.

But suppose a shortage in wheat should develop in the next three months, what would be the situation? There is a great surplus in other food crops in the United States, a number of which can be used as substitutes. Wheat does not constitute more than 12 per cent. of the normal diet, about the same as poultry and eggs. Meat and dairy products constitute 48 per cent.; vegetables, 11 per cent.; fruits, nuts, sugar, fish and other items, the remaining 19 per cent. There are larger supplies of corn and other grains, meat animals, dairy products, potatoes and fruit at the opening of 1915 than for many years. The most important peting products are corn an toes. This is shown by the fa while the normal consumpt wheat is 5.3 bushels, in M is only 4.7 bushels, and in igan 3. In the wheat g States where wheat is al such as Minnesota, the aver 7.2, whereas in the South corn is much used, the aver 4 bushels. Normally abou cent. of the corn crop is co as food. Of our total crop eighty millions would be u food, the remainder for oth poses. The remainder could for foods and substitutes for animals. The potato pro in the United States avera bushels per capita. This y available supply is 4.1 bushel average price of meat anima 7 per cent. cheaper in Janua a year ago, butter 2 per cen the price of chickens slightly of potatoes 35 per cent. lowe of apples it was 37 per cent.

It would seem that the States is not likely to be thre with a shortage of foodstuff

---

Government Takes Flir Several More Food Fra

Makes Rulings Against Fake Chewing Gum, Spurious Fig and Crawfish "Lobster." U Stock Labels Must Bear the of Trouble.

Special Correspondence of "Modern and Grocery World."

Washington, D. C.,
February 19,

The Agricultural Dep made several new food ruling ing the week. No chewin that is not actually flavored fruit should be labeled as if it Chewing gum, the labels on declare that it is flavored wit when such is not the fact. regarded as adulterated an branded within the meaning Food and Drugs Act. In th way the term "fig paste" sho longer be applied to any fo confectionery in which figs the principal flavoring.

In another opinion the declares that where stock l labels designed and printed b companies and sold to manuf ers and dealers—are used, t sponsibility for seeing tha product conforms to the label upon the dealers and not up

Overland
TRADE MARK REG.

$850 WITH OPEN BODY — Equipped with electric starter and electric lights — Prices f. o. b. Toledo — **$895** WITH CLOSED BODY

Do You Want to Be Known As a Live Wire?

You have long wished for a motor delivery wagon—here is one. It is the **Overland** chassis and motor, famous the world over for a ten year's record for absolute reliability, with a delivery wagon body. Everybody knows the **Overland** car, so we don't have to say much about that.

A motor delivery car is the tide which taken at flood, may lead you on to fortune. It will carry you into new territory, and it will cut down delivery cost in your old territory. An **Overland Motor Delivery Car** will do three times the work of a horse team, at half the expense, and it will advertise you as a hustler and a live wire every minute it is on the street.

The **Overland Delivery Car** gives you strength, very low cost of operation, finest magneto ignition, thorough lubrication, electric starting and lighting, large tires, short turning radius, the famous, long-proved Overland chassis and motor. There is also ample loading space (capacity 800 pounds) and splendid appearance.

Price, with an express body $850, or with a body like that in cut, $895, f.o.b. Toledo.

There is an Overland dealer near you—look him up.

Catalogue on request. Please address Dept. 196

The Willys-Overland Company, Toledo, Ohio

Manufacturers of the famous Overland Pleasure Cars. Full information on request.

label concerns. This question came up in connection with the use on packages of South American coffee of labels indicating that they contained an Arabian or Mocha product.

It also appears that canned crawfish have frequently been marketed under such names as "spiny lobster," "rock lobster," "Cape lobster" and "Pacific Lobster," and the bureau holds that the term "lobster," either unqualified or when accompanied by a geographical name, such as "Cape" or "Pacific," cannot properly be applied to this product. The terms "spiny lobster" or "rock lobster," however, may be used if the words "spiny" and "rock" are made as prominent as, and in direct connection with, the word "lobster." Furthermore labels showing pictures of the true lobster on canned crawfish are regarded as false and misleading.

HOLT.

January, 1915, Failures Greater in All Lines Than in January, 1914.

All Staple Lines Show Up Much Worse. Even the Liquor Business in Bad Shape.

The monthly report of business failures in the staples covering the month of January still shows up very poorly. In every line without exception the disasters in January, 1915, exceeded those of January, 1914. The figures are as follows:

General Stores.—January, 1915, 384; liabilities, $3,893,304; January, 1914, 189; liabilities, $1,863,609.

Groceries.—January, 1915, 413; liabilities, $1,507,706; January, 1914, 279; liabilities, $1,369,317.

Clothing and Furnishing.—January 1915, 299; liabilities, $3,011,807; January, 1914, 204; liabilities, $2,272,807.

Dry Goods.—January, 1915, 175; liabilities, $2,418,703; January, 1914, 140; liabilities, $1,906,458.

Shoes.—January 1915, 73; liabilities, $456,700; January, 1914, 57; liabilities, $603,664.

Hardware.—January, 1915, 54; liabilities, 677,209; January, 1914, 34; liabilities, $379,129.

Even in the liquor business the situation was worse, January, 1915, showing 129 failures as against 92 in January, 1914. This is really the only pleasing feature of the report.

Brand New Premium Scheme Breaks Out in Pittsburg (Pa.) and Will Go to Other Places

Banks Issue Metal Checks Which Are Sold to Merchants and Distributed by Them to Their Customers as Cash Discounts. Customers Accumulating One Dollar's Worth Can Open Bank Account.

The city of Pittsburg, Pa., is in the throes of a brand new premium scheme which seems to have caught the public and the trade interest to a rather unusual degree. There seems to be plenty of money back of it, as whole pages of the Pittsburg daily papers are being used to advertise it. In one of last week's issues of the Pittsburg "Dispatch" a page advertisement appeared for the scheme, one-half of which was devoted to lists of retailers' names under the heading "We Give Savings Checks."

The scheme is called the "Savings Check" scheme, and it is an exceedingly ingenious idea. Various local banks issue aluminum discs of various denominations, much after the manner of money. The merchant using them buys them and hands them to his customers as a cash discount on their purchases. The customer saves up a dollar's worth and then deposits them in some bank. On accounts like these the Pittsburg Banks are paying 4 per cent. interest.

Here is the description of the scheme by the promoters of it:—

> Savings Checks are eight-edged aluminum discs, issued by well-known banks in various denominations—½ cent, 1 cent, 2 cents, 5 cents, 25 cents, 50 cents, $1, with their face value printed on the reverse side—that constitute a well-defined and KNOWN discount. Savings Checks are purchased from the banks by a restricted list of associated merchants, who rank high in their particular line, and are given by these merchants as an incentive to their customers for continued patronage. Savings Checks represent to you a guaranteed discount on the necessities and luxuries of life which you purchase every day in the year. This new form of discount has proved to be consistent with substantial and progressive business policies.
>
> Savings Checks constitute the easiest method to save money and the easiest way to keep such money busy earning 4 per cent. compound interest FOR YOU. Savings Checks can be deposited in the bank, where they turn into actual money, provide a rapidly growing healthy savings account, and earn 4 per cent. compound interest. Savings Checks are not only a guaranteed discount, but they are interest bearing capital as well.
>
> Savings Checks will do away with the scrimping and discomfort that comprises the usual plan of saving. Savings Checks, in fact, compel you to save money even while you are spending money, for no matter what articles of merchandise you buy, there is an up-to-the-minute merchant who will give you Savings Checks with every purchase you make at his store.
>
> The moment you accumulate any quantity of Savings Checks you are absolutely assured of a bank book that is your very own. One dollar's worth of Savings Checks start a bank account, or you are at liberty to combine any amount of Savings Checks under $1 with the necessary balance in actual money and [illegible] your account in that manner.
>
> Ask your dry goods merchant, ask your grocer, ask your butcher, ask your druggist, ask in every store where you buy anything
> ASK FOR SAVINGS CHECKS

There is of course no rule requiring retailers to distribute these savings checks in any certain way. A store can use them to give 5 per cent. cash discount, or a 2 per cent. cash discount, as a well-known Pittsburg department store does.

Those who keep tab on premium schemes will see no difference in principle between this scheme and trading stamps. Both involve the giving of a bonus with purchases, in one case the bonus comes in the form of a stamp entitling the holder to a premium; in the other it comes in the form of a metal check, entitling the holder to its equivalent in money when deposited in the bank. The savings check idea, however, has been worked out in a very clever way.

The New York Letter

Trying to Learn Reason for High Wheat, Flour and Bread Prices. State Investigates to See if Conspiracy Exists Under State Law. Many Witnesses Agree That Speculation is Largely to Blame. The Problem of Selling Bread by Weight. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, February 19, 1915.

The main feature of the week here has been the State's investigation in the high cost of wheat and flour. Several well-known witnesses have been examined, all agreeing that speculation was responsible for the excessive prices, though all did not agree that it was alone responsible.

One of the witnesses was George W. Perkins, chairman of the Mayor's Committee on Food Supply. He testified that the committee had reason to believe that the abnormal decrease in the visible supply of wheat was caused by European speculators buying in large quantities and storing against a continuation of the war. The visible supply showed a decrease of more than half a million bushels last week, as against a decrease of 150,000 bushels in the same week of last year, he said.

Perkins gave it as the opinion of his committee that the Federal Government should determine how much wheat the farmers of the United States were holding. The question of speculation, he asserted, was broadly divided into two parts.

"There is the speculation by the farmer at the original source," said Perkins, "the speculation by the middlemen and the speculation in Europe. We know how much wheat our wheat Europe has taken. If the Federal Government will determine immediately how much wheat the farmers are holding we will be able to find out how much can be manipulated by the middlemen. If this last amount is large, it will prove an important element in the present investigation."

Perkins said that the committee was further of the opinion that the Federal Government should announce its policy regarding a proposed embargo on wheat, and that the Legislature should at once pass a law explicitly stipulating what the weight of bread should be and the proper penalties for violations.

Only in a secondary way has speculation been responsible for the big advance the American public has to pay for flour, was the opinion

Henry Heinzer, chief statistician the New York Produce Exnge. The unprecedented dend for wheat from European ntries on account of the war is ectly responsible, he declared. He said that if the war had not ne we would be having the low- prices on record for foodstuffs.

* * *

The question of the weight of ad, which is largely sold through cers, has been attracting considble attention. No general effort being made by bakers to sell ad according to weight. Coun- of the United States Master kers' Association asserted that association, which comprises oo bakers, would instantly com- with the law requiring loaves eled as to weight if it were eslished by a test case. Several ge manufacturing bakers had sed their prices, but kept the size their loaves the same. Others t the price the same, but reduced size of their loaf.

SUMMARIZED MARKET CONDITIONS.

Tea quiet with continued firm ie as to Ceylons; demand fair.— ffee has recovered slightly from stagnation of the last few days d futures are slightly firmer, but rket is still not very firm. Repts heavy and the general situon somewhat easy. This does t apply to the finer grades of lds and Mocha.—Sugar quiet on basis of 5.75 for granulated. ws declined to 4.51, but as the ek closes are 4.77.—Dried fruits iet. Future prunes are offered, t are not wanted, on a basis of 5 nts f. o. b. in a large way for four-size basis. Spot prunes in ht demand at unchanged prices. ricots, peaches and raisins all ll. No change in prices anynere.—Future asparagus in fair mand at prices varying from 5 to cents per dozen from last year. Maine corn in fair demand for ture delivery. Spot canned goods changed throughout and in quiet mand.—Wheat fluctuating daily d somewhat below the highest int, but still not far below $1.60. xports still heavy and the market ry much excited.—Flour very ll, as buyers are afraid of the frent price changes and are buying ly what they actually need. rices steady to firm and about unanged from previous quotations.

Another New Scheme Gives Carfare Instead of Trading Stamps.

But It is Always Carfare Out of Town Instead of In. Scheme is Worked by "American Scrip Co." and is Being Established in Many Cities.

There is another premium scheme out—called the Scrip scheme. It partakes somewhat of the nature of trading stamps, but is operated differently. The Scrip scheme is operated by the American Scrip Co. They offer the inducement of "A Mile in Travel for a Dollar in Trade." The Scrip is sold by the American Scrip Co. to the merchant, who in turn gives it as a premium to the customer. The Scrip can be exchanged for transportation out of town, and the cost is borne by the merchant, as he pays for each coupon he issues, but the Scrip Company redeems only those that are cashed in. Less than half of all trading stamps issued are ever redeemed, and, on this assumption, the Scrip Company stands to make a good profit, at the expense of the merchant. Seventy-five per cent. of all money received by the Scrip Company from merchants is deposited in a bank as a redemption fund, but only part of this fund is ever drawn out, the remainder belonging to the Scrip Company, together with the 25 per cent. charge they retain in the first place for their so-called "service."

This company appears to be established in many cities and to have ample backing. It proposes to cover every city from coast to coast by advertising and by a personal canvass. If the idea proves to be practicable it will eventually mean that merchants will be giving a flat rebate of three or four per cent. on all cash purchases, which can but mean an addition to the cost of doing business.

The point that occurs to the "Modern Merchant and Grocery World" is that the transportation is always out of town. What the local merchant needs is some scheme that will give free transportation to outsiders who will use it to come *in* to his store.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

Cold Weather Specialties:

Fresh Sausage,
Scrapple,
Souse,
Liver Pudding

Burk's Fresh Sausage

Composed entirely of selected tender pieces of pork, not the ordinary trimmings commonly used. Not cheapened in price and quality by the addition of tripe, boiled rice and sundry substitutes. Correctly seasoned, not offensive to sensitive stomachs because of pungent herbs. Nutritious. In four styles — hashed fine and coarse, linked and in straight casings.

Burk's Philadelphia Scrapple

Prepared from the very best materials—good, wholesome meats and extra fine corn meal. Well boiled and seasoned to suit the most critical. Not to be compared with some cheap products of doubtful hues and colors. Burk's eats as good as it looks. Superior to farmers' products. In pans of 15 pounds each.

Burk's Pig Souse

is a seasonable specialty prepared fresh daily, in pans of five pounds each. The jelly is clear and transparent and free from vegetable gelatines and ill-smelling glue stock. Contains plenty of meat and garnished with slices of lemon and parsley.

Proves attractive when turned out of the pan, and is a quick seller, saving the consumer the trouble of cooking pig's feet, so difficult to obtain at this season of the year.

Burk's Liver Pudding

Of the usual "Burk" standard—clean and unadulterated. Rich in quality and an excellent dish when fried, or, after removing the casing, hashed with potatoes. In rings of 1 pound each.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA

WITH THE EDITOR

Good But Eventually Will Be Better.

The plan to cure the evils of the Pennsylvania cold storage food law took form in the State Senate last Monday when a new bill was introduced by the Uniform State Laws Committee, a National body which is endeavoring to have various laws, such as those on partnership, bulk sales, etc., standardized throughout the country. The main difference between the old and the new is that the storage period for everything is extended to twelve months, and may even extend 120 days more if the Dairy and Food Commissioner can be convinced that there is reason to do it.

The "Modern Merchant and Grocery World" is exceedingly glad that the State of Pennsylvania is at last likely to adopt the view which this paper has always had on the cold storage food problem, viz., that the only sane criterion as to the sale of storage food is *its condition when offered for sale*, and that a law forbidding its sale after eight months in storage is just as absurd and outrageous as a law executing all men when they reach sixty, regardless of whether they are meet to die or not.

The new provision is a very great improvement, but future amendments will go much further. The time will come when storage food can be sold without regard to how long it has been stored, provided the buyer is told the full truth about it, and it is in proper condition to sell.

A Big Chance.

We have received a letter from a Pennsylvania subscriber who we respectfully submit is not alive to an opportunity. Here it is:—

In all stores there is an accumulation of shelf worn and otherwise deteriorated goods which must be sold at some figures. Thinking this over and looking over the stock I thought possibly you could give me the name or names of auction firms who are not only responsible but reliable.

We can give this correspondent the names of some auction houses, but we earnestly urge that he can make more capital and make more money by handling these shop-worn goods himself. Auction houses pay little or nothing for such merchandise, while it can be disposed of through one's own special sales at a price which is not only satisfactory, under the circumstances, but is also a splendid advertisement. There is probably no bargain sale that has quite the strength or the authenticity of a sale of shop-worn goods. All the talk of goods sold to settle partnership disputes, or because somebody is going out of business, or because the style or pattern is changing, is well enough, but it finds the consumer more or less skeptical. Not so a sale of goods taken from regular stocks, which are sold cheap because they are rusty, or rubbed, or soiled. Everybody is hungry after goods like those and a store can make good capital out of special sales of them.

Old Stock.

The experience of retailers who do not take stock at frequent intervals is often very surprising. We have never known such a merchant whose stock was clean, by which we mean closely cleaned up. Odds and ends accumulate, and there is no stock-taking to round them up and move them out.

In one case recently brought to the writer's notice a retailer with a good-sized stock found that he had nearly *a thousand dollars worth* of old stock on hand. Not all of it was unsalable, but some of it was, and none of it was salable at cost. Some was three years' old. There was one little block of old stock in a line which was regularly ordered every week! The new had come in and been piled in front of the little block of old, and there the latter stayed for three years! When found it was wholly unsalable.

Nothing so quickly ties the hands of a merchant as old stock. It accumulates so fast—the most constant watchfulness is necessary to keep it from piling up. The big stores sell it at any price rather than let it stay—its room is always better than its company. Accumulated old stock is the one night which department stores are in of night and day.

Not a Recommendation.

In another column we pr figures supplied by the Pen vania Dairy Food Departm showing that 1914 the rec of the department are greatly i cess of the expenditures. The partment sets forth that for the eight years the receipts are $3 043.00 ahead of the expendit the point of which is that the D and Food Department is not self-supporting, but is a source great profit to the State.

The "Modern Merchant Grocery World" has a very h opinion of the integrity and ene of the Pennsylvania Dairy Food Department. It is, we lieve, capably and fairly manag But we see no recommendation it in the fact that it collects m than it spends. It seems to us the greatest possible recommen tion a food department could h would be that it was able to coll little or nothing, speaking now fines. The ideal condition, course, would be to have nob violating the law and nobo paying fines. That is so ideal t it will never be realized. B nevertheless the *fewer* fines t are collected—not the more—t closer the approach to that ideal.

This Doesn't Look as if Coffee Would Be Higher.

Coffee Imports Almost Broke the Record Last Year. Only Two Years Saw More Come In. Porto Rico Becoming Some Factor Both as to Quality and Quantity.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
February 18, 1915.

No hope for the belief that coffee is going to be higher is supplied by some figures obtained during the week, covering imports of coffee for the year 1914, which were almost unprecedentedly enormous. Coffee imported into the United States in the calendar year 1914 exceeded 1,000,000,000 pounds, a record made only twice before in the history of our foreign trade—in 1904, when the total was 1,113,000,000 pounds, and in 1909, 1,140,000,000. The value of last year's coffee imports from foreign countries was $105,000,000, or $25,000,000 less than in 1912, when an unusually high import price, in conjunction with an increase in quantity brought the total up to the highest value ever recorded.

Out of 1,011,000,000 pounds imported from foreign countries last year, 726,000,000 pounds were from Brazil, 90,000,000 from Colombia, 60,000,000 from Venezuela, 45,000,000 from the Central American States and British Honduras, 44,000,000 from Mexico, and 37,000,000 from other parts of the world, chiefly South America, Java and other Dutch possessions in the East Indies. Brazilian coffee has a little more than held its own in the proportion of the total; Colombian coffee has increased from less than 3,000,000 to nearly 100,000,000 pounds in the last twenty years.

Porto Rico is becoming of some importance as a coffee producer. Last year 2,793,052 pounds of coffee arrived from Porto Rico, compared with 372,427 pounds in 1894, and 3,501,698 pounds were from Hawaii, against 108,265 pounds in 1894. The coffee grown on the American territories command better prices than that import from foreign countries, Por Rican having averaged 13.4 ce per pound and Hawaiian col 14.8 cents, while that from fore countries averaged only 10.4 ce per pound at the points of shi ment.

HOLT

An Amazing Cold Storage Banquet.

At the last annual meeting of t Moscow Committee of Refrigerat dishes made of products preserved refrigeration were served, showing convincing fashion the benefits wh may follow general adoption of c storage and transportation system Their wide range is indicated by t following menu:—

ton from Kislovodsk (Caucasus) ved in cold storage for 732 days emperature of 19.4 degrees F.

geon from the Aral Sea, pre- for 233 days at a temperature 5 degrees F. and 14 degrees F.

icsoun from Tzizicar preserved o days at a temperature of from egrees F. to 14 degrees F. It was d and smoked the day before serv-

er preserved for 230 days at tem- re of 21.2 degrees F.

sh berries preserved for 240 days, d the day previous and made into s.

sian sturgeon preserved by Prof. Bachmetieff, May 10, 1913, at a rature of 17.6 degrees F. for 306

d boar meat preserved for 61 days peratures of 19.4 degrees F. and egrees F.

zen fresh grapes preserved for 164 it a temperature of 17.6 degrees F.

ut from Lake Goktscha preserved 52 days at a temperature of 17.6 s F.

rs from Crimea preserved for 174 it a temperature of 30.2 degrees F.

erican apples from the shores of udson.

les from Taschkent, preserved for ays at a temperature of 30.2 de- F.

k caviar of sturgeon preserved 16 days at a temperature of 28.4 s F.

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa.,
February 19, 1915.

A bill has been introduced in the House by Mr. Steede (House Bill 318) amending the existing oleo laws by reducing the retailer's license fee to $10. It is $100 now.

* * *

Two trading stamp bills are now before the Legislature, both having been introduced in the House. One is evidently intended to destroy the brokerage and exchange concerns that now do a sort of trading business in all kinds of stamps and coupons. The first section merely provides that all trading stamps shall bear their cash value upon their face, but this is evidently intended to conceal the real provision, which is contained in the editorial section. It is that nobody shall give out or handle trading stamps without the written consent of the concern issuing them. This would squeeze out the brokers. The second bill is by far the most important. It prescribes a license fee of $1,000 for every concern selling trading stamps to merchants, but does not impose the tax upon the retailer giving the stamps out. Coupons contained in package goods are also exempt. There have been two hearings upon the latter bill, which is fathered by the Pittsburg Retail Grocers' Protective Association. Representatives of this organization and of the Pennsylvania Retail Merchants' Association spoke in favor of the measure, while an argument was made against it by counsel representing trading stamp companies.

* * *

A new cold storage food bill was introduced in the Senate on Tuesday. It is the uniform bill prepared for introduction into the different States, and will be supported by the Pennsylvania Legislative Commission which held hearings in Philadelphia several weeks ago. The new bill, which is expected to pass, will supersede the present law. The most radical change which it embodies as compared with the existing law is that it allows all foods to remain in storage for twelve months, and even for 120 days after that if the Dairy and Food Commissioner believes it proper. The Commissioner, upon application during the twelfth month, may extend the period of storage beyond twelve months for any particular article of food, provided it is found to be in proper condition for further cold storage. The entire extended period shall not be more than 120 days. The proposed act provides for licensing storage places, for sanitary inspection, and requires accurate records kept for foods stored and withdrawn. Monthly reports are to be filed, showing the kinds of food in the warehouses. Articles of food for human consumption which are diseased or tainted shall not be stored, and food for use other than for human consumption shall not be placed in storage unless plainly

17

¶ If you had all the money that is spent in a year to advertise well known brands, and could use it to advertise your business, what an experience you would have. And yet a very large slice of that money is spent to advertise your business. Every advertisement in every magazine that is read by the people of your town—provided you sell the particular goods—is as much advertising for your store as if you paid for it yourself.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

marked that it is not to be used as human food. All food must be plainly marked, stamped or tagged with the date when placed in storage, and must be dated when withdrawn. The bill makes it compulsory that all cold storage food kept thirty days or more shall be marked "cold storage goods," and it shall be unlawful to represent or advertise cold storage food as fresh food. The penalties for the first violations of this act are fines not exceeding $500 and for the second or any subsequent offense fines not exceeding $1,000 or imprisonment of not more than six months, or both fine and imprisonment. The bill defines articles of food as meaning fresh meat and fresh meat products and all fresh food, fish, game, poultry, eggs and butter.

R. O. M.

Pennsylvania News Items.

The receipts and expenditures of the Pennsylvania Dairy and Food Department for the last eight years are shown below:—

Year.	Samples Analyzed.	Cases Terminated.	Receipts.	Expenditures.
1907	7,400	664	$55,732.63	$78,455 88
1908	8,300	300	54,580.62	69,968 20
1909	6,200	797	86,594.15	83,700.00
1910	5,594	667	110,802 95	79,661.65
1911	8,200	1,029	120,993.48	83,083.15
1912	7,204	1,049	136,125.49	81,858.55
1913	6,846	1,025	173,789 76	75,587.12
1914	4 827	1,010	225,910.78	73,271.41
	54,571	6,541	$964 529 86	$625,585.96

This table shows that the receipts for the year 1914 were $152,639.37 in excess of the expenditures, which are provided for by a special appropriation, and that for the entire period of eight years the total receipts were $338,943.90 in excess of the expenditures.

Holiday Apple Business Poor and Outlook Bad.

Dealers generally report that the holiday demand for apples did not prove to be as expected. The percentage of movement in December for box apples was small. The cold storage holdings of apples are admittedly large, and a regular, vigorous movement throughout the remainder of the season may be necessary to prevent disaster in the spring. Growers and dealers are being urged by the Government neither to dump their holdings nor to stand for arbitrarily high prices. Panicky selling usually means grief, but all concerned should seek to move cold storage apples gradually and with such rapidity as the market allows, so that the deal may be wound up in relatively good shape.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower in good condition and cheap, describe fully.

Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Delicatessen Refrigerators.

Hanover, Pa., Feb. 16, 1915.
To the Editor.

Dear Sir:—I will on the market in the near future for a delicatessen refrigerator. I have had some communications from several companies, the Banta and the Ridgway Co.

Any information regarding same will be thankfully received. If you know any good, reliable concerns would like to hear from them; also if there is any that do not prove satisfactory would be pleased to have advice.

Thanking you in advance, I am,
Yours truly,
H.

The Howe Scale Co., 508 Market street, Philadelphia, make a refrigerator which we believe is precisely what you should have. We advise getting in touch with them.

* * *

The American Grocers' Society.

Bloomsburg, Pa., Feb. 15, 1915.
To the Editor.

Dear Sir:—Please tell me about the American Grocers' Society (Essex Building), of Newark, N. J.?

Yours truly,
H. G. Pennington.

The "Modern Merchant and Grocery World" has published considerable about the American Grocers' Society. As a result of its investigations, inquirers have been uniformly advised not to invest any money.

* * *

Wholesale Tobacco Houses and Fixtures.

Hatfield, N. Y., Feb. 10, 1915.
To the Editor.

Dear Sir:—Do you know of a good wholesale tobacco house?

I am in the market for some good second-hand store fixtures; if you know of any let me know.

Yours truly,
C. G. Edson.

For wholesale tobacco, A. B. Cunningham & Co., 37 N. Second street, Philadelphia; P. F. Murphy Co., 131 N. Sixth street, Philadelphia.

For fixtures, H. F. Heacock, 51 N. Second street, Philadelphia.

* * *

A Tribute to a Man Who Made Good.

Harrisburg, Pa., Feb. 15, 1915.
To the Editor.

Dear Sir:—If more grocers had the ability to hustle that S. S. Pomeroy, of Harrisburg, Pa., has, there would be fewer failures.

Sixteen years ago he bought out a place that was completely run down and without having had any previous experience went in and made good. To-day he employs six clerks, a bookkeeper, one auto and one wagon delivery.

On the 18th of last month his store was burned. All he saved was cash register and books. Four days later he had new location, all new fixtures and stock and was doing business as though nothing had happened.

Alert, but unassuming, he is on the job morning, noon and night.

He does not say there is no money in the grocery business, however; he does say there is money in the business, but you got to dig to get it.

Yours truly,
W.

* * *

To Sell Baled Paper.

Kennett Square, Pa., Feb. 15, 1915.
To the Editor.

Dear Sir:—Where can I sell baled paper? Can you give some names of parties?

Yours truly,
W. H. & M. T. Worrall.

Penn Paper and Stock Co., Marshall and Willow streets, Philadelphia; or Coll Paper Co., 305 Florist street, Philadelphia.

* * *

The Staley Scheme.

Charles Town, W. Va., Feb. 12, 1915.
To the Editor.

Dear Sir:—Can you give me any information concerning the A. E. Staley Mfg. Co.?

Yours turly,
D. S. Hughes.

See answer to C. M. Wiest, on this page.

* * *

The Staley Scheme Again.

Rippon, W. Va., Feb. 12, 1915.
To the Editor.

Dear Sir:—May I ask you one favor; that is, can you tell me anything about the A. E. Staley Mfg. Co., of Baltimore, Md. One of their agents has called on me twice, trying to sell me stock in the company at $100 per share for the preferred. With every two shares one share common. He further stated there was no stock to offer, only a few shares that had been sold and parties could not pay for it. He claims the preferred stock would pay 7 per cent. Would you consider it a good investment. A traveling man told me to-day you would gladly advise me as to how the company stood.

Thanking you in advance for your kindness, I am,
Yours truly,
C. M. Wiest.

The Staley Co. is a starch manufacturing and stock promoting enterprise, with headquarters at Baltimore, Md. It has been endeavoring to sell its stock to retailers for many years and undoubtedly has sold a lot of it. The argument that there is no stock for sale except, etc., etc., etc., is not new; the concern's salesmen have repeatedly used it.

The "Modern Merchant and G World" has always advised in that this class of investments w good for business men who h moderate sums to invest, for the (1) that it offered no real secu the legal sense, that the money ever come back to them; and se because it was apt to warp their ment as to what goods they handle. In other words, it intro new—and selfish—factor into buyi selling goods besides the funda factors of salability and quality.

* * *

Fish and Oyster Houses. Hard etc., on Consignment.

Wilkes-Barre, Pa., Feb. 11,
To the Editor.

Dear Sir:—Can you give me dress of some good fish and houses?

Also do you know of any har and boot and shoe houses that pu goods in on contract to be paid sell? I have the room, but h money in real estate.

Yours truly,
O. W. Ne

For oysters, E. P. Timmons, and Dock streets, and Hogeman & Front and Dock streets, both Ph phia.

We presume you want somebo will send hardware and shoes o signment. We have never heard jobber or manufacturer in tho who was willing to do that.

* * *

Baled Waste for Sale.

Altoona, Pa., Feb. 16,
To the Editor.

Dear Sir:—One carload baled paper for sale. Please give us firms interested in this waste. saving proposition. Schmidt & A of York, buy, but their price is ve

Yours truly,
H. S. G

Get in touch with the Penn Pap Stock Co., Marshall and Willow Philadelphia, Pa., or Coll Pape 305 Florist street, Philadelphia.

* * *

National Association Agrees Us as to the Uniform Fo Law Committee.

Cleveland, Ohio, Feb. 15,
To the Editor.

Dear Sir:—I have just been r your editorial on the committe pointed by the Chamber of Com of the United States and not suggestion that a prominent co might be added to the committee, would give the committee a much standing.

I agree with you perfectly i contention and I am sending yo torial to the chairman of the com Mr. W. M. McCormick, whose p business is Concord street, Balt Md.

We all realize the necessity o form food legislation and weight measures for the different State should not be so great a task as it seem at first conclusion.

I have just suggested to the ch of the committee plans which I will help to bring about some s to this problem in a shorter time it could otherwise be done.

Having considered this matter seriously for the last two years, it a greater task than it would

, but trust that in the near future plan may be worked out which will the question to a satisfactory con-n.

anking you for the suggestion in editorial, I remain,

Yours truly,
JOHN A. GREEN,
cretary National Retail Grocers' Association.

* * *

Wants Organization.

w Kensington, Pa., Feb. 16, 1915.

he Editor.

ar Sir:—I would like to know e I could find Mr. Smedley, organ- of merchants' associations? This is badly in need of an association I have been around and found out will of the merchants in this place, they are all in favor of it. Please ie know the address so I can write

Yours truly,
M. D. HAMM.

r. Smedley can be reached at 802 tnut street, Philadelphia, Pa.

Selling American Food Products to the Chinese.

An enterprising American condensed milk company is pushing a campaign in China to induce Chinamen to use condensed milk in tea, and expects to be successful. This concern has already introduced condensed milk ice cream to the Chinese and they like it so well that many of the restaurants keep it always on hand. Practically no fresh milk is to be had in China. The Orientals have always taken their tea clear because there was no milk to put in it and not because they thought the addition of milk ruined the beverage. Canned salmon is another Western staple that has made a decided impression on the Far East, according to a report entitled "Canned Goods Trade in the Far East," Special Agents' Series No. 92, written by Commercial Agent J. Alexis Shriver and published by the Bureau of Foreign and Domestic Commerce.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

[Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

lling Figs.—Your layer figs are dry looking, they have that grey, unattractive appearance. They t appeal to people like the soft, rich er figs of the holidays.

elt some glucose in hot water and them off with this harmless solu- —You will be pleasantly surprised the result. Immediately your sales increase. In order to cover the insert, along with your price, in ll letters, "washed with a solution pure glucose." Molasses is almost ood, but the word, in this case, isn't e as acceptable.

* * *

tarting Pin Head Oatmeal.—We ted buying 25 pounds, and in two ths' time we were buying it by the el. A two-gallon covered glass jar placed on the front counter and the l read, "Old-fashioned Pin Head meal, 7 cents lb.; four pounds, 25 s."

appealed to all our customers of ign birth, particularly those of the tish Isles, and most particularly the tch. It is an article that compara- ly few stores in the East handle, and his price it pays a nice profit.

ell the boss about it, and you your- assume the responsibility of selling

ou remember what we said about rvice" last week. Among other gs we said that "service means far re than waiting upon customers ely and getting around promptly rnings."

* * *

nother Thing.—We found that plc corn flakes wasn't moving. We orted to another glass jar stunt. Placed a package of the goods inside the jar and filled the rest of it up with the loose article by opening a couple packages. Made the price 9 cents, and in less than two weeks reordered.

Did the same with Matzoths; did it with package cornmeal; did it with toilet soap, and will keep on doing it with *other slow sellers.*

* * *

Why?—Because human nature happens to be a very susceptible commodity

* * *

Heads Up.—You wouldn't be guilty of taking an order with your head and shoulders down on the counter, neither should you be guilty of

Thought Down.—The man who thinks is the man who wins. Inside of that skull is contained innumerable thinking cells, all at your service, if you'll only command them. But we're mentally lazy from sheer habit.

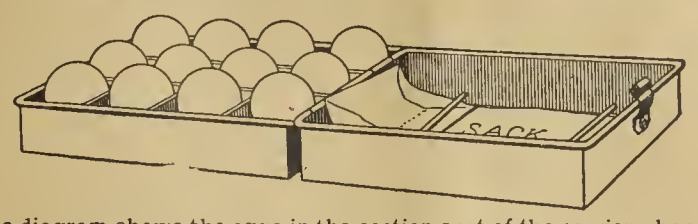
Not a word of these articles is ever thought out until the writer sits down with pad and pencil. Then the effort is made. No doubt many of you have said, "I can write that kind of stuff just as well as Sweeney does it." Yes, but you let it go at that. There's no question about your ability to do it. It's no college man's job by any means. Start in and do it, and let me have the first article.

The application applies to business. There's a chance every minute in the day for you to apply thought to your work and to get out of this everlasting habit of hand labor, to some extent. For instance, take this thought home: What suggestion can I make in order to overcome a certain discord in the store?

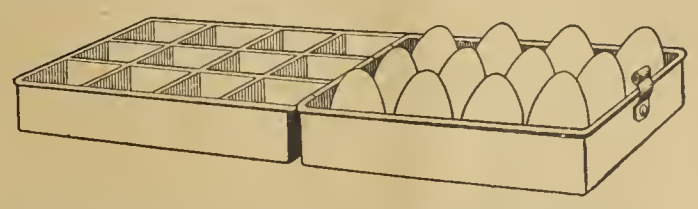
SAFETY FIRST

First Cost the Only Cost

Fox Egg Carrier



This diagram shows the eggs in the section part of the carrier when leaving store. After closing carrier which holds eggs in firmly there is very little play; not enough to allow any possible chance of breakage, even in a severe accident to delivery wagons.



This diagram shows eggs out in lower pan which is operated by reversing carrier from top to bottom before opening, giving deliveryman an opportunity to unload eggs by one-half dozen at a time, performing operation as fast as other carrier on market without additional expense.

SHOWING SYSTEM OF DELIVERING EGGS

Eggs per day	Eggs per year	Covers at $3.00	Sacks at 85c	Fox System
10 Dozen	3,120 Dozen	$9.36	$2.65	Nothing
20 Dozen	6,240 Dozen	18.72	5.30	Nothing
30 Dozen	9,360 Dozen	28.06	7.95	Nothing
40 Dozen	12,480 Dozen	37.44	10.61	Nothing
50 Dozen	15,600 Dozen	46.80	13.26	Nothing

Write for further particulars and prices.
Salesmen wanted everywhere; liberal commission.

FOX EGG CARRIER CO. : COLUMBUS, OHIO

Prominence of

the red-and green **Fels-Naptha** soap trade mark in your stock is one sign to women that *dependable* goods are sold at your store.

The quality of **Fels-Naptha** is high and its popularity results simply because the soap *does* everything claimed. And that without hot water.

Fels & Co.
PHILADELPHIA

Dry Goods—Notions—Knit Wear

Spring Silks of Domestic Makes.

As the new spring silks are being put forward, it is evident the domestic manufacturers will supply the bulk of goods. In fact, the foreign producers will cut comparatively little figure. It is the opinion of retail buyers from all over the country that the domestic mills have met the situation in a most capable manner. The increased yardage because of the wider skirts is accepted as a fact by all parts of the trade. It is also apparent that the season is going to be one of a large variety of weaves, with no one article predominating. The list, as summarized by the best-known buyers in the primary market, includes satins, taffetas, brilliant surfaced silks, such as radiums, fleur de soir, poult de soie, gros de Londre, satin-faced bengalines, failles, poplins, crepe meteor, etc.

Novel moire effects in black have lately appeared, and are being taken up by both the smaller and larger merchants. The general sentiment is to expect plain weaves and subdued shades in color to prevail for spring. For example, dainty sheer silks, on the order of marquisettes and chiffons, are being combined with plain weaves in the most effective manner. Colors are unquestionably receiving more attention than usual. Some fancy silks are being shown in neat stripes and checks. Plaids, which go well with gabardine dress goods, are also favorably considered. Tub silks are regarded by retailers as more than usually promising.

—

Excessive Delays in Ordering Rated Hazardous. Lines in Dress Goods Now Selling.

Figures from various retail stores show that consumption has not declined more than 12½ per cent. as compared with last year, yet advance orders in many lines have not been 50 per cent. of normal. Jobbers and wholesalers have every reason to look for more active buying by merchants in wash fabrics and fine and fancy cottons generally as the spring retailing season develops. It is believed that purchasing during January and February was hardly normal, but March and April will be larger than it has been in any previous year. The policy of delaying the placing of orders in printed wash fabrics and many white goods has been carried to excess, operators in the primary markets report, and they expect to see retailers bothered a great deal in getting their goods. This advice should be taken at its face value only.

An important feature is the tendency to sheer fabrics in the white goods lines. It is to be remembered that there has been a radical change in dress fashions which has not been fully understood by the public at large—rather in the small towns district than the large cities—and when this fact, now rapidly spreading, becomes known, the demand for sheer fabrics will become yet more pronounced. The development of the Palm Beach idea in fabrics continues to be reflected in large orders, both in all cotton and in cotton and silk goods. Some of the new cloths being shown are decidedly attractive. One of the recent developments for fall is the production of a cotton fabric in dress goods weight that has all the desirable features of luster, softness and pliability, without a tendency to wrinkle, common in worsted goods.

Voiles, organdies, fine crepes and marquisettes and a wide variety of embroidered goods are selling. For skirts white gabardines, poplins and similar merchandise are being taken; and piques are expected to be in strong call from retail merchants. In fine printed goods the patterns are wide, but there is a distinct tendency toward military effects and colors; blacks and whites in stripes, dots and flowers. Printed cottons and silks on rough surfaces are also ranked in the good seller class.

Corded fabrics are in the greatest demand. Poplins, failles, Bedford cords, bengalines, gabardines, corduroys and piques are the elected materials of the current season. Serges will be also very extensively employed. Gabardines made their debut last season, but this year they will register the very highest of their vogue. Good serviceable serges are always asked for, and merchants make no mistake in stocking full lines of these staples. Blue serge dresses will dispute the supremacy of those made of sand-colored gabardines and covert cloth. New factors are brown whipcords and gray homespuns. An item merchants should not overlook is the increasing vogue of smoked and white pearl buttons for summer dress goods, now being ordered on the shelves.

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Prices on Dress Goods Steady and Firm.

Shipments of merchandise seemed very active to general merchants throughout the Central States, especially during the past week, and many mail orders were received by jobbers and in the primary markets from the road men. These purchases included dress goods, cotton fabrics, silks and general staples. There is evidence of some lack of broad confidence, but the feeling is slowly disappearing before the actual demand for merchandise needful for the approaching spring season. Prices on cottons hold steady for the retail trade, and, in some instances, they seem to be growing firmer. This is true of bleached muslins, outing flannels, wide sheetings, pillow tubings and some other lines.

On fine worsteds, staple and semi-fancy dress goods, business is excellent, as all foreign lines are either excluded or hard to get, consequently retailers are buying domestics almost exclusively. The merchants in the smaller towns are in fact giving their preference to American merchandise, even when foreign merchandise could be obtained at the same figure. Poplins, gabardines, serges and luster-faced goods on the prunella orders, are among the materials that retailers are still buying for the spring trade.

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Muslin Underwear Coming Back.

Marshall Field & Co., Chicago, in their weekly review of the dry goods trade, say: "The house trade has been unusually heavy. More than double the number of buyers visited the market as compared with the same week a year ago. Sales of muslin underwear were large. The new styles are bringing muslin underwear into greater vogue than for several seasons."

—

Conservative Communities the Best Buyers

Contrary to expectations and reiterated statements, Western merchants are buying as conservatively as those in the East. The abundance of the marvelous harvests in the West led every one to believe the purchasing power of that section would be shown in some undefined but splendid way when it came to ordering goods. The show-down appears to be disappointing, to say the least. Road salesmen advise their firms that in sections benefited by very high prices for agricultural products the retailers and jobbers say their customers are not buying goods in any way suggestive of the great riches among consumers. On the contrary, there is as much conservatism among many of the consumers as there is in sections where money has not been rolling in for a long time.

Roadmen who have been traveling Pennsylvania report a better condition of things. Some of the recent orders from that State, particularly from general merchants in the smaller towns, cities and in the rural communities, indicate a much better promise than was found a month ago. Buying is stronger, stocks ordered in are larger and more diversified and a much better feeling as to the immediate future, advices say, is reflected.

Hardware Tools Specialties

Scarcity of German Razors Affords an Unlooked for Chance for American Goods.

The sale of German made razors in this country is far more extensive than is generally supposed. With the breaking out of the European war it was ascertained that the visible supply of these goods was by no means large. Shipments have been coming in steadily previous to last August, but no great quantity at a time, hence the pinch was not long in being felt. German razors were—outside of the best grades, w[illegible] are recognized the world over—a[lmost] rule low priced, and were eagerly a[b]sorbed by the department stores [and] "drives." It appears these facts [also] apply to Great Britain and the D[omin]ion of Canada. To be sure, Am[erican] made razors of better quality are t[aking] the place of the German article in the United States, and merchants here will soon be reconciled to the new order of things, for they have no trouble in realizing a profitable price for the goods. Eventually Canada will come around also to handling Amer[ican] razors.

As it stands, advices from Can[ada] that the hardware trade in Great Br[it]ain is already becoming somewhat [per]turbed over the possible shortage in the supply of razors. As every hardware dealer knows, razors of German m[ake] have become a large factor the w[orld] over. It is alleged that some m[anu]facturers in England send razors to Germany in order to secure certain fin[ish]ing touches. The war has, of cou[rse] cut off the supply of razors, as well as that of everything else, from Germ[any] and while the supply on hand may be sufficient for immediate requirements there is not the same certainty in re[s]gard to the future. At any rate, [the] houses in England are so perturbed over situation that within the last few weeks at least, one of them has cabled to Can[a]ada offering to buy stocks that may be on hand there. And some small lots have been shipped.

Domestic manufacturers were [not] slow in taking advantage of conditions and for the past few months have made fresh exertions in exploiting their goods. It is certainly an excellent opportunity for any maker of razors to introduce a low price, fair quality article to take the place of the German cheap line and hold the market in the future against all foreign competition. It can be done if gone about in a proper way.

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Movement to Exploit the Use of the "U. S. A." Trade-Mark on Hardware. Quality vs. Shoddy Goods.

Since the European cataclysm no end of talk has been heard about exploiting hardware to the merchant as "Made in the U. S. A." A great deal which has been said on the subject by superficial ill-informed writers, especially in the daily newspapers, is flapdoodle pure and simple, if not poppycock of the same grade. Even trade papers have indulged in a lot of stuff of which the less said the better. The "Made in" movement is a broad question, capable of various interpretations, both helpful and harmful, and "Printers' Ink," in undertaking to "sound sentiment and assemble the facts in the case," has gathered expressions from some of the most notable manufacturers in the country. They cover nearly every shade of opinion and some highly significant sidelights which might otherwise entirely escape attention.

Manufacturers of hardware in this country are by no means unknown in foreign lands, and a few of the most far-sighted and enterprising have im-

ved every opportunity of widening markets and increasing the demand their special products abroad. On subject of pushing their goods un- a concerted "Made in the U. S. A." position there is diversity of opin- radical in not a few instances. One if not, the main difference is ether the slogan should not be re- cted exclusively to quality or high- de products. This is manifestly im- sible, for if headway is made at all will be immediately taken advantage by the producers of inferior or ddy goods. The ultimate result, the respondents show, would mean thing; or, what is more, worse than thing.

For example, the "Made in Ger- ny" legend, of which so much is o heard, on hardware, outside of a well-known cutlery lines, means or, cheap merchandise. Of this the de is fully aware. On the contrary, wever, not a few manufacturers and rchants in other fields believe that se words of origin or identification, required by the tariff law, confer rit, if not distinction. Far from it. any rate, that is another story. On advisability of becoming enthusi- tic on the "Made in" movement ether National or local, Frank L. es, president of the Coes Wrench ., springs a number of practical sug- stions and advances some comments rthy of more than passing attention. e argues it is a "'half-baked project" d "retroactive in ways that we least pect. Sales are merely a matter of lucation, always providing the goods ar out the promises made and equal e goods they are sold to replace. The bstitution of American-made goods is mply a matter of supply and demand, us the delivery of goods that equal are superior to the goods heretofore ought from Europe. Quality does ot need the bolstering of any such rase and is better without it."

In conclusion the vigorous president the Coes Co. says: "Foreign compe- tion must be met by producing goods hich are better, look as good, work s well, are of identical style and pack- g, and at the same price as the mer- handise the South Americans have een accustomed to buying in Europe. Ve must learn to make brass padlocks at weigh three pounds too much, hoes at are a man's load to carry, copper ettles that weigh a ton, tweeds that on't wear out till they are worn olorless, shoes that fit square feet and arness that tires the horse before he egins to work. Then we must learn o pack so that nothing short of the rath of God or dynamite will damage he cases."

—

Where Merchants Go Wrong Handling Paints.

The various articles appearing in this department on the care, sale and han- dling of mixed paints by general mer- chants has attracted marked attention, especially on the part of the manufac- turers. Paints are a profitable line to carry, and go hand in hand with hard- ware and allied merchandise, but or- dinary common sense and some intelli- gence is required on the part of the dealer in their care and exploitation in order to make them pay. The follow- ing from one of the prominent manu- facturers of the country has a direct bearing on this subject:—

New York, Feb. 11, 1915.

To the Editor.

Dear Sir:—In your article upon "How to Make the Paint Depart- ment Pay," the arguments appear to us to be thoroughly sound, and we will reply only briefly. One point we will mention is that a difficulty exists with country merchants in not giving proper attention to the stock upon their shelves. When new stock comes in they are apt to shove back the old and put the new in front, and the consequence is that the old becomes lost sight of and, in some cases, a number of years elapse before it is brought to the surface; then it is not fresh and be- comes hard. A proper judgment on the part of the merchant would pre- vent this. The new stock should be placed upon the rear of the shelf and the old stock sold out, and, or- dinarily, should not be very old.

Another point is that many old- fashioned painters instill into the present generation a prejudice against mixed paints. The house- holder naturally turns to the painter for knowledge, and the painter knows nothing beyond white lead and linseed oil. The fence tests which have been made in various parts of the country (some of them under the auspices of the Na- tional Paint Manufacturers' Asso- ciation) have proven that a combi- nation is more desirable for wear than a single pigment. White lead is desirable and zinc is desirable, as a combination, but our experience teaches us that mixed paints made with an aim to high quality are more durable than anything else.

The merchant makes a mistake in keeping several brands, for the reason that the best paint is the cheapest for the consumer, if used as made by the manufacturer. In our experience we have known some people in the country to add to the product even kerosene oil, with a mistaken idea of economy.

Yours very truly,
F. O. Pierce Co.,
J. A. Spooner, Secretary.

Boots Shoes Findings

Window Displays Potent Factor in the Sale of Shoes. Effective Layouts.

Many merchants do not get the best use of their windows, when making a display of shoes, because they entertain an idea that a really artistic exhibit means too much expense for the ma- terials required. In fact, a setting may be artistic and still lack selling force. Nevertheless, goods must be attractively displayed if interest is to be centered in them. Some of the foremost stores are using very simple and inexpensive displays, because they are able to get the desired effect. Excepting in general stores carrying low-grade shoes and ca- tering to the cheapest classes of trade, stocky displays are rapidly becoming a thing of the past. The old-time policy of attempting to impress the public by the medium of the show window, that the store has a tremendous stock and an immense variety, is in these times rarely approved.

In selling shoes to-day it is found more profitable to play up the style of shoe; its newness, its beauty or finish, its high quality, etc. These points can best be demonstrated in the window by the display of individual pairs; that is, by arranging the items of footwear so that each separate pair—or sometimes one shoe—will stand out sharply and clearly, so that a shoe's good points can be seen without difficulty. The best pos- sible position to attain this end is that in which the shoe would be worn by another who is endeavoring to show it to the best advantage to you. This means that the toe should be toward you, the shoe or pair of shoes posed below the level of the eye.

This desired result can therefore best be attained in the window by posing such shoes as are shown above the floor in a slanting position, with the heels higher than the toes. This is an ar- rangement which is now followed, and has been pursued—quite properly—for many years. This idea cannot be im- proved upon. In other words, the ap- proved form of shoe display is that wherein one idea is played up at a time. In such a display the mind of the ob- server is led to consider the new sea- son's models. Or, it may be, that one model alone is shown. Again, it may be that the attention is concentrated upon buttons as represented upon dif- ferent shoes. At other times it may be pumps, on which buckles are given spe- cial emphasis, for it is told by the road men that general merchants even in out of the way places are now buying and insisting upon having the latest wrinkle in both men's and women's footwear.

Whatever the line of shoes or type of shoe a concern may be desirous of pushing, that line or model can best be exploited through the medium of the shoe window, when it has exclusive rep- resentation. Button shoes receive great- er emphasis when not shown with lace shoes. Certainly, the mistake should not be made of showing pumps with outing shoes, sneakers with colonials or

Counter Display and Repeat Sales

A SMALL space on a grocer's coun- ter, used for displaying National Biscuit Company products, will help in a quick turnover. These goods are of first quality and their cost to the consumer is small. The packages carry the air of appetizing goodness and sell themselves.

The successful grocer sees opportunity in goods strongly advertised in a national way. He sees the value of meeting the strong conviction in the mind of the house- wife produced by forceful and repeated advertising. He knows that repeat sales of worthy goods are the best profit-makers.

A good display of National Biscuit goods will tell the woman customer in a flash that you carry a good assortment of these nationally advertised, high quality, oven- fresh goods.

NATIONAL BISCUIT COMPANY

rubbers with dress slippers. Efficiency in display must be measured by its creating sales. This is the primary object. Merchants who have carefully studied the subject of trade pulling displays, as it applies to shoes, have found that it pays to concentrate each display strongly on one style or type of footwear, and to frequently change the exhibits. When a window is devoted to one type of footwear it also has the broader influence of making that particular type appear as the correct style—the style to buy. It is a factor in creating a style vogue in the community.

With these points in mind each display should be planned and built to accomplish the three definites which should be always striven to attain: First—To attract attention. Second—To hold attention by creating interest in the merchandise. Third—To make that interest strong enough to create the desire of possessing that merchandise. There are far too many merchants who do not appraise their window space at its full value as a producer of business in the sale of shoes.

—

Equipping New Shoes With Rubber Heels.

Shoe manufacturers of certain well-known lines are having rubber heels ready attached on some of the numbers, so the merchant can have a talking point with the consumers. One of the leading factories that has tried the experiment, using the goods of a rubber heel producer of National reputation, say the experiment has proven very satisfactory, especially with the dealer; so much so, in fact, that the new spring lines, in both women's and men's wear, are shown additional numbers so equipped. The shoe manufacturer in question says he will further develop the idea. Any make of heel will be used which the merchant may specify.

In the post-inventory "clean up," preparatory to placing the new spring stock on the shelves, merchants carrying shoes are sifting out their goods by replacing broken cartons and relabeling soiled ones. Each action is, on occasion, necessary; but oft a damp cloth treatment will be sufficient. A clean carton is essential to a good sale, especially if the shoe itself within is not of this year's vintage.

A leading manufacturer who has compiled figures upon stock divisions in orders announces that in men's shoes dealers are buying about 2 per cent. more patent leathers than last year, 10 per cent. more in vici and platinum calf, 3 per cent. more in miscellaneous black leathers, 15 per cent. less in tans. In women's lines the increase in patents is fully 30 per cent., 12 per cent. less in vici and platinum calf, 3 per cent. more in miscellaneous black leathers and 15 per cent. less in tans. The manufacturer concluded his statement by saying: "A year ago leather was scarcer in the market and getting scarcer. The situation is almost desperate."

Proposed Weights of Canned Goods.

The committee of the National Canners' Association on weights and measures reported the following recommendations for standardization as to sizes and weights of canned foods at the final session of the convention here Thursday:—

Change pork and beans in No. 2½ can from 2 pounds to 1 pound 12 ounces.

Change baked beans in No. 10 can from 6 pounds 10 ounces to 6 pounds 14 ounces.

Change spinach in No. 3-5 can from 1 pound 14 ounces to 1 pound 15 ounces.

Change apple butter in No. 3-5 can from 2 pounds 1 ounce to 2 pounds 2 ounces.

Add sweet potatoes in No. 2½ can 1 pound 12 ounces.

Add apple butter in No. 2½ can 1 pound 14 ounces.

Add pie peaches in water No. 3 can 1 pound 14 ounces.

The Grocery Markets

Tea.

The tea market is in good shape, this including all grades and lines. There have been no changes in price during the week, everything being steady to firm. As the season wanes, it is becoming more than ever apparent that there will be little or no surplus.

Coffee.

The coffee market has shown but little change during the week. The situation as to options has been dormant, with, however, slight advances late in the week. There is plenty of coffee, not only here, but in Brazil, and no indications of any material advance. The spot market is perhaps ¼ cent below what it reached some time ago, this applying to Rio and Santos. Mild grades, if of good quality, are steady to firm. Ordinary grades rather in buyer's favor. Mocha is still very high and gives every promise of remaining so for some time to come. Java unchanged and quiet.

Sugar.

The sugar market has shown considerable weakness during the week, this being due to improvement of the crop conditions in Cuba, there being more sugar available and more vessels to transport it. As a result the market did recede ½ cent from the highest point and ruled at 4.51. Later, however, the situation steadied somewhat and the market advanced about ¼ cent. All refiners are now taking orders on the basis of 5.75 for granulated. The consumptive demand for sugar is poor.

Syrup and Molasses.

Glucose declined 10 points during the week. There was apparently no warrant for the decline, but the refiners did it nevertheless. Compound syrup declined in sympathy. Sugar syrup is quite dull and shows no change in price. Practically the only demand is for manufacturing purposes. Molasses is not doing very much, although prices on some grades are fully 5 cents below what they were several weeks ago. Apparently this was done to force sales, but it has not been very successful.

Fish.

There has been no change in Norway mackerel during the week. There is some inquiry, although not very much. Some holders in Norway are refusing to offer anything on to-day's market, on the contention that prices here are below a profitable basis. It does seem as if the present market on Norway mackerel in this country was rather low. In spite of this, however, there is no particular activity to the demand. Irish mackerel are unchanged and in light request. Cod, hake and haddock have advanced slightly by reason of improved demand. Readers hereof will remember that they declined rather sharply several weeks ago. Salmon of all grades is unchanged and in seasonably light request. Domestic sardines are firmer and nothing can now be obtained under $3 for quarter oils in a large way, f. o. b. Eastport. The feeling in Norwegian sardines is firmer by reason of short pack prospects. French sardines got so high that nobody was buying them, and accordingly the price declined from $3 to $4 per case on some grades. Prices on all grades are lower than they were, with an accordingly improved demand.

Canned Goods.

There has been a fair demand for tomatoes during the week at unchanged prices. The market on tomatoes is relatively so much easier in the West than it is here, that if prices advanced very much in the East, Western stock might be brought in and sold in competition, therefore it does not seem likely that there will be any marked advance here, although there is certainly no surplus in Eastern States. There is a good demand for corn at unchanged prices, and also some demand for future corn on last year's basis. Peas are very cheap on spot and there have also been some cheap future offerings during the week. Nobody is buying peas very largely except for immediate wants. Apples are very dull and very cheap. California canned goods are moving in a seasonable way without incident. There appears to be a fair stock in packers' hands, considering the slow way in which these goods have moved in the East, and some sales have been made during the week, notably of peaches, at a shade under the opening. Small Eastern staple canned goods are unchanged and quiet.

Dried Fruits.

The demand for dried fruits is surprisingly small, considering the season. Prunes are steadily held, but with little interest manifested in them beyond ordinary every day wants. Peaches unchanged, being very cheap. The mand is only fair. Some of the be grades of apricots show an adva from the lowest point, but the gu grades are unchanged; demand l Raisins are moving in a seasonable but without any marked interest. T report of the combine for the first shows a successful season, with, l ever, nearly $3,000,000 worth of r still on hand. This, however, is cla to be only about one-third of the t Currants and other dried fruits u changed and dull.

Beans and Peas.

Domestic pea beans are unch from last week. They did reced cents per bushel, but went back a Marrows have advanced to $4.25 bushel in a large way; demand California limas are unchanged f last week; demand moderate. Gr and Scotch peas show no change, are steadily maintained on last we high basis.

Butter.

The consumptive demand for bu is only moderate. Receipts are al what they should be for the season, v the percentage of strictly fancy bu very light. Medium grades are dull prices have to be shaded some wh order to make sales. The outlook about unchanged.

Eggs.

The receipts of eggs are steadily creasing as the season advances, but is the demand. This holds the mark fairly steady. The few storage which are left are moving very sl as the demand is chiefly for new stock. Given steady settled we t there is nothing in the immediate fu which points to any particular chang

Cheese.

There is a fair consumptive dem for all grades of cheese, and the ex demand is also taking large quanti Stocks are good and very light and t market has advanced ½ cent. Ther a continuing inquiry for cheese f port, and the outlook is firm, with sible further advances.

Provisions.

All smoked meats are in ord seasonable demand at a decline f cent for the week. At the decli market is steady. Both pure lard compound lard are steady, at unch prices, with a fair consumptive dem Barreled pork is very slow at unch prices. Canned meats and dried b are in moderate demand and unch

INDIVIDUAL MARKET REPORTS

Rice.

Trade conditions during the past we are reassuring and though the move ment is not as large as business o erators would like, it appears to be th general concensus that the low-wate mark of business depression has at las been seen. There has been considerabl activity in high-class styles of Hondura Blue Rose and Japan, at full and slightl advancing cost, which has forced th trade to turn their attention to medi grades. The output of all quantities f January has been quite unprecedented and therefore it is clear that there i

ther outlook than steadily advanc- values. The export demand has d down a trifle, but it is more due otherwise to buyers in that depart- desiring to get their purchases ed up and sent forward. The mar- or this requirement holds up very g, as it is expected with any re- nt movement for foreign shipment affect the whole situation cover- ome and foreign consumption.

vices from the South along the At- coast report that conditions are quiet, due to liberal buying during ary and the trade are now await- lisposition of their purchases before ing the market.

New Orleans reports show very e movement of both rough and , with a further advance in prices. g to short stocks of Blue Rose and ns, the trade are taking on Hon- s, and as a result prices are firm- nd higher than last week's quota-

the Interior, Southwest Louisiana, s and Arkansas, reports show the tion to be exceptionally strong, and ibutors look for an early clean-up e balance of stocks.

D. TALMAGE'S SONS CO.
w York and New Orleans.

Standard Canned Goods.

e eighth annual convention of the onal Canners' and National Brok- Associations, held in New York last week, is now a memory. Those attended are loud in their praise e excellent record and the substan- work accomplished by both bodies. year, in Boltimore, the Publicity paign was given much attention and result shows that the idea was one eat merit. This year the "Canners' on" was placed berore the conven- and enthusiastically received. It is e hoped that the object aimed at is project will be realized. The rs who directed the destiny of each iation in 1914 are to be congrat- d to the fullest degree upon the ts attained during their incumbency. matoes proved again that they are without friends, and the holders of article seem satisfied with the ac- of the market. Orders for them in carload lots from all sections prompt shipment, which pleased the ers, for they reason that quick nents mean small stocks in the s of the jobbers. The buying was y well distributed throughout all ons and the size of orders ranged one to two carloads. The volume of business done so far this year is above last year's mark, and the outlook is encouraging. We do not mean to indicate that there will be an immediate advance in the prices of tomatoes, but the steady buying is having its influence on the holders of tomatoes. The canners have, apparently, recovered from the shock given them by the large quantity of tomatoes packed in 1914, and they take much comfort from the fact that the price of No. 3 tomatoes has remained statoinary and that No. 2s have advanced a peg. They seem content to "watch and wait." Tomatoes at to-day's prices look like a safe purchase.

Sweet potatoes still continue to attract attention, even at the advanced price. The holders of them feel confident that higher prices are in the making and that there are not sufficient potatoes in cans at this time to go around when the buying opens up in the spring. String beans were fairly active this week, as was spinach, which is firmer, though no higher just yet. The other lines of vegetables were taken in a small way and the quotations are the same. Dried beans advanced again this week, as did dried peas, but the canned articles have not acted in sympathy, although we look for higher prices any day.

There was very little doing in canned fruits—only small daily orders coming in, which, apparently, are to fill in with during the winter months, until the opening of navigation. There are no changes in the quotations. The stocks of all kinds of small fruits are very light and we think that the prices will be firmer when the spring buying starts up. It has been a long time since there were so few canned berries in first hands.

Cove oysters were active in a small way and the prices are the same.

THOS. J. MEEHAN & CO.
Baltimore, Md.

Spices.

The market is exceedingly active, with higher prices generally. This is due to apparent lack of supply and the very steady demand.

Pepper.—Market very active and the demand has been large during the last week. There has been an advance of 1 to 1½ cents per pound in all grades of pepper and the end is not in sight. The value of pepper abroad is very uncertain and all cables received quote higher prices.

Red Peppers.—Figures and quotations are largely nominal. It is hard to get a line on actual values. Stocks are unusually short and high prices are likely to prevail for some time.

Cloves.—Higher abroad and in better demand here. They look to us like a good purchase at present prices.

Pimento (Allspice).—Unchanged and in fair trade demand.

Mace.—Quiet and unchanged.

Nutmegs.—Very steady, with upward tendency. Stocks are unusually short.

Cassias.—All grades in reduced supply. The demand is on the increase and the tendency is toward higher prices.

Gingers.—Unsettled, but more active during the week. The trend is certainly upwards.

Tapiocas.—Firmer and higher, with a good trade demand. The increased freight has had a tendency to advance prices of all grades of tapioca.

Paprika.—No special changes in price. Hungarian is reported still out of supply.

Seeds, Herbs, Etc.—We have experienced many startling advances during the week. Poppy, sage and all grades of mustard seeds, as well as cummin seed, have advanced and still higher prices are likely. The ocean freight situation is becoming very acute and adds considerably to the cost, especially if the lower priced articles.

McCORMICK & CO.
Baltimore, Md.

Evaporated Apples, Etc.

The evaporated apple market continues strong here, with a steady demand for carload lots from exporters. Six and three-eighths cents, f. o. b. for prime quality in 50-pound boxes is freely bid, and to-day it is difficult to buy below 6½ cents, with only a car here and there obtainable at this price. Choice is held at 6¾ to 7 cents, with fancy at 7½ to 8 cents. The export demand is cleaning up stocks very decidedly, and this is making the holders of what is left stronger in their views. If the demand keeps up higher prices are inevitable.

C. C. HALL.
Rochester, N. Y.

Imported Fish Specialties.

We have had excellent demand for Holland and Scotch herrings this last week, but, unfortunately, no stocks to supply the trade. We expect a small shipment of Scotch herrings in a few days, and they are all sold to arrive. We have nothing coming of Holland herrings, as our friends abroad want more money for the few herrings that they have left than we can realize for them here. They have a good trade, it seems, with some of the countries now at war, and they are paying almost any price to get the fish.

The demand for imported oil sardines continues very good. In Norway they are having some catch, which must be called far from satisfactory. Practically every one of our packers in France has written to us so far that we may not expect any sprats from them this season, and the present is the usual time to pack those sprats. Our people in Belgium wrote to us that we cannot expect any supplies from them. The stocks here of sprats are practically exhausted, so there will be no supplies of sprats very shortly, and the trade will have to take as a substitute probably Portuguese sardines or Norwegian sardines.

STROHMEYER & ARPE CO.
New York.

Fels' New Soap Powder Now on Market.

The new soap powder of Fels & Co., manufacturers of Fels Naptha Soap, is now being offered to the trade and prices will be found in the regular prices-current in the back pages of this paper.

Fels & Co. have for years been solicited to pack a soap powder, but declined until they could feel sure they had something different from other powders. They made very many experiments and finally got it. Users say that no other soap powder on the market compares with the new product of Fels & Co.—Advt.

John R. McFetridge & Sons
Printers
927 Arch Street
Philadelphia

PATENTS
and Trade-marks procured promptly
—and properly in all countries—
Davis & Davis, Washington, D. C.

KIRK, FOSTER & CO. WHOLESALE GROCERS
SUGAR PEAS
TROPHY BRAND
KIRK, FOSTER & Co. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

A fortunate turn in events enables us to offer you the best value in Canned Peas that has been on the market for a long time. They are Wisconsin grown, sugar sweet Peas, the variety that has been so popular with the consumer this last few years. They can be retailed at 10c. a can

Single case - - - - - per doz., 75 cents
5-case lots - - - - - " " 73½ "
10-case lots and upward - " " 72½ "

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

Pittsburg, Pa., Feb. 9, 1915.
Editor "Science of Advertising."

Dear Sir:—Inclosed find one of our weekly advertisements. Would greatly appreciate if you would point out the weak places, as this is the way to learn. Thanking you in advance. Yours truly,

HUEY & MATHEWS, INC.

The advertisement inclosed was a large circular, 12 x 18 inches, and printed on rather poor paper. I advise a little better paper, gentlemen—your advertising will look much better and will do your store more credit. I don't mean it is as bad as bad can be now, understand—it looks very fair, but the improvement would be marked with a little better paper. Here is the reduced reproduction:—

5 stamps with each package Craigheads
Corncake Flour
At All Our Stores
Where Quality Counts
We give Sterling, the best Trading Stamps
Chickens on Saturday as usual Home dressed only
IT PAYS TO ECONOMIZE.
It has been said by philosophers time and again that economy is wealth, and is there any one of us above this esteemed practice of being economical? It can be demonstrated to you beyond question that it is economy to buy your groceries "Where Quality Counts."
FLOUR
We carry only the very best Brands
25 pound sack SUGAR $1.30
with each $4.00 grocery order. This is probably the last chance you will get to buy sugar at this low price for some time.
A word to the wise is sufficient
FLOUR
is still advancing
Our prices are low
Pillsbury's BEST XXXX
10 stamps with each package
Buckwheat or Pancake Flour 10c
10 stamps with each can
Diamond Syrup - 10c
15 stamps with each jar
Sweet Relish - 15c
15 stamps with each jar
Apple Butter, 20c
10 stamps with each package
Atmore's Mince Meat 10c
10 stamps with each bottle
Bridgton Catsup - 10c
25 stamps with 2 cans
Wedding Bell Succotash - 25c
40 stamps with 3 pounds
Blue Grass Butterine 60c
10 stamps with 1 pound
Blue Grass Butterine 20c
Regular Hams - 15c lb
California Hams - 12½c lb
Mixed Nuts - 10c lb
Hershey's Cocoa, 20c size - 15c can
Prunes 10c size - 2 lbs 15c
Peaches, 10c size - 2 lbs 15c
Apricots, best quality - 15c lb
Honor Milk, large cans - 2 for 15c
Honor Milk, small cans - 3 for 10c
Pettijohn's Breakfast Food 15c
BEST LONG CUT
Sauer Kraut 3 lbs for 8c
10 stamps with each
Inverted Gas Globe 10c
10 stamps with each
Upright Gas Globe - 10c
10 stamps with each bottle
Horseradish - 10c
15 stamps with each package
Cake or Cruller Mix 15c
15 stamps with each package
Honey Crisps - 10c
5 stamps with each package
Aunt Sal's Soda - 5c
25 stamps with 2 cans
Tip Top Kidney Beans 25c
25 stamps with each pound
Golden Blend Coffee - 35c
20 stamps with each pound
Huma Blend Coffee 32c
15 stamps with each pound
Special Blend Coffee - 28c
10 stamps with each pound
Good Drinking Coffee 20c
15 stamps with each pound
Diamond Coffee. A popular blend among particular coffee drinkers, rich, full bodied and so satisfying - 30c
60 stamps with pound
Diamond Blend Tea 60c lb
30 stamps with each ½ pound
Diamond Blend Tea 30c lb
15 stamps with each ¼ pound
Diamond Blend Tea 15c lb
To obtain Tea of the same high quality and with the fine flavor of Diamond Blend elsewhere, you would have to pay from 80c to $1.00 the pound
It is put up in 1 lb., ½ lb. and ¼ lb. packages, each containing full net weight, and you have your choice of Black, Mixed and India Ceylon
40 stamps free with each pound
Huma Blend Tea, Mixed or Assam, have your choice - 40c lb
BREAD Our Bread is made from the best materials, in a clean up-to-date Sanitary Bake Shop - 5c, 7c and 9c
Our Bakery Specials for Saturday Only
Raisin Bread, Very tasty 7c our price. Usually sold for 5c
Cinnamon Cakes German or French style 7c
Bridal brand Corn 3 cans 25c
Webb's Maine Corn 2 cans 25c
Midland Peas 3 cans 25c
Wedding Bell Peas 2 cans 25c
Red Clover Peas 15c can
Diamond brand Oats 10c pkg
Diamond brand Corn Starch 10c pkg
Diamond brand Baking Soda 10c pkg
Diamond brand Rice 10c pkg
Diamond brand Washing Powder 15c pkg
Olives 10c, 15c and 25c bottle
Grape Fruit 5c each
Tangerines 20c dozen
Oranges 25c dozen
Lemons 3 for 5c
The sooner you begin to deal at a Huey & Mathews' store the longer your bank balance will be at the end of the year
HUEY & MATHEWS, INCORPORATED CASH GROCERS
Lang Ave. and Monticello St., Bell Phone Elgood 3600 | 1369 Lincoln Ave., Bell Phone Elgood 6320
323 Brushton Ave. Bell Phone Wilkins 0439 | 6532 Frankstown Ave. Bell Phone Elgood 4277 J | 5805 Penn Ave. Bell Phone Elgood 1404 R | 7910 Frankstown Ave. Bell Phone Wilkins 1068 R
SIX BIG, BRIGHT, BUSY STORES IN THE EAST END

There is too much stuff on this circular, in my judgment. Nothing is so calculated to invite the eye and get advertising matter read as white space, left where it will do the most good. I suppose Mr. Huey will answer that the people who make a practice of reading bargain circulars will pore over every line in search of something good, no matter how crowded it is. That may be true; in fact, I believe it is true, but if the thing were displayed a little more invitingly these people would still read it, and probably some would in addition who are now repelled by its crowded appearance.

* * *

I don't doubt that this circular gets business. It is a price cutting and trading stamp proposition, and that combination seems to be irresistible. I suppose Huey & Matthews have solved for themselves the question whether in the long run it is the best advertising to do. My own inclination would be to think it was not, but I confess my judgment may not be altogether fair as to that. I suppose the kind of advertising to do is the kind that gets people in the store, even though the thing they came for pays no profit if they buy that alone. All dealers who do this kind of advertising bank on selling people other goods, and if they understand their business they will be able to do that in the great majority of cases. I know how they would come out sold nothing but the goods adv but I suspect not very well. The is to get them in by some irre bargain and then sell them som profitable. Sometime when Mr. has time I should appreciate it know the other readers would would tell me whether I am n in this, and how he finds the thing out. Would he be content to s the goods advertised on this ci of course leaving tea and coffe of it?

NOTE.—This department is devo the criticism of advertising matte in, to the devising of new adver ideas for special occasions, upon re and to the suggesting of original tisements when data is supplied. communications sent for this D ment should be addressed to the E of Science of Advertising. They be taken up in strict rotation.

AMONG THE TRADE.

The Southern California Co., packers of Blue Sea tuna fish, announce that a rangements for rebuilding plant, which was destroyed b in October last, have been m When completed it is to be largest, most modern and sani tuna fish cannery on the P Coast.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-han
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which yo would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all t store appliances used by retail merchants on file in this office. You ca see them if you call here, or we will send you any information fro them which you want.

As to any other things, we have a staff here which is pretty exper about most things connected with merchandising. It is entirely at you service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we ca do for you the longer we can keep you a subscriber. It is straigh business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

XCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 7.

ave for sale one small Counter ee Mill which cost $17; will sell $9. This mill was only in use ten cs. Am now using an electric mill. one Switzer Cheese Cutter, which $4; will sell for $2, as we are g a U. S. Slicer. This was also in only ten weeks. Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

Offer No. 10.

'e have on hand the following. uld like to dispose of same:—
½ cases of Hummel Coffee Essence, in good order; will sell for $2 a is, 2 cases to a gross.
J. B. Losey,
Somerville, N. J.

Offer No. 13.

have a modern iceless soda foun- with pumps, a 10-foot outfit; solid ble; has only been in use three ths. Cost us $1,200; will sell for cash, f. o. b. Waynesboro. Every- g as good as new.
Standard Grocery Co.,
5 W. Main St., Waynesboro, Pa.

Offer No. 17.

have almost a case, about 3½ dozen, Mother's Cleanser; also about 20 kages of Quaker Cracked Wheat on d, in first-class shape and new. ther's Cleanser was $3.25 a case, 4 ., less 4 per cent., $3.12. Cracked eat, $2.45, two dozen. Make offer.
Godfrey Quebel,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

Ve have for sale or exchange, equal ue: One Electric Sign, glass sides, ut 3 x 4 ft., wired with electric ps, suitable for grocery and delica- sen; will sell for $10. Also 4 two- nch combination gas and electric ndeliers; cost $7.50 each; will sell 4 $12. And 1 large 4-burner gas lamp, h extra glass globe, for either inside outside lighting; cost $12; will sell $7.50. A. J. Patterson,
. W. corner Fifty-sixth and Chris- tian Sts., Philadelphia, Pa.

Offer No. 21.

have a fine, handsome C. V. Hill rigerator, used only a year and a f. Have discontinued meats and refore have no use for it. Box ab- itely up to date, 6 x 7 x 10 feet high, h four compartments, holding fresh ats, smoked meats, butter, cheese, etc. t me $350 only 18 months ago; will for little more than half to move ckly, as it is in the way.
H. M. Gingrich,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.
John Altman & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank. W. E. Roberts,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y. W. L. Benedict,
21 East Pearl St., Wellsville, N. Y.

Offer No. 31.

Refrigerator for sale, $50, cost $100; 8 x 4 feet, mirror top, two upper doors, beveled glass; suitable for grocery or delicatessen store; freight prepaid.
Benjamin Gebhard,
111 W. Duval St., Germantown, Phila.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.
Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?
A. B. Crawford,
Freehold, N. J.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing $145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.
Mullison Grocery Co.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.
P. L. Glase, Son & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?
Atco Stores Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.
P. B. Steininger,
Lewisburg, Pa.

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for $2.75 per box, f. o. b. Atlantic City, N. J.
L. A. Bacon,
1301 Baltic Ave., Atlantic City, N. J.

Offer No. 49.

Three boxes, 25 pounds, 60-70 California Prunes, in good condition, at 4 cents per pound (1913 crop).
John S. Lee, Elkton, Md.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap. Peter C. Housman,
Milford, Del.

Offer No. 53.

One Oliver Visible Typewriter, complete with case and tools; as good as new, not a rebuilt machine. Price $30, and if too high, offer what you would give. Cheap at price quoted.
H. F. Snader & Co.,
Adamstown, Pa.

Offer No. 54.

I have about 700 pounds Georgia Pecans, three different sizes, 12½, 16 and 22 cents per pound, f. o. b. Statesboro, Ga. Also fine Georgia cane syrup, in gallon jugs and quart bottles, 40 cents per gallon, f. o. b. Statesboro. Will sell or exchange for a staple.
H. Clark, Statesboro, Ga.

Offer No. 55.

Electric Coffee Mill for sale or exchange, 500 volts direct current. Perfect condition, low price.
P. J. Leary,
Conshohocken, Pa.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.
John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 57.

I have for sale a double McCaskey Account Register, 440 accounts, arranged to increase to 800 accounts; cost $240, will sell for $175 cash. Only used six months. Reason for selling, started cash business.
Robison's Table Supply Store.
Sharon, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.
N. W. Bennett,
549 Fifth Avenue, Troy, N. Y.

Offer No. 60.

I have for sale a small job printing outfit, in first-class condition, consisting of a Monumental rotary foot-power press, chase 6 x 9, and nine small fonts of type, suitable for regular job work in connection with a business of any kind for bill, letter and statement cards, posters, circulars and all kinds of work done on a press this size; piece rules, furniture, type cases, etc., all go with it, for $75, f. o. b. Greencastle, Pa. If interested write, and I may do better. Address W. Scott Hostetter, Box 232, Greencastle, Pa.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for $2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.
Chas. Shupp,
Plymouth, Pa.

Offer No. 63.

We offer the following:—

8 boxes (50s) Swift's Cleanser, $1.60 case.

10 cases assorted Jellycon (36 to case), 45 cents dozen.

10 cases Brubaker Puddine, 60 cents dozen.

6 cases 6 lb. ⅕ Huyler's Cocoa, 31 cents pound.

12 dozen, 35-cent size, Dustbane, $1.90 dozen.

Witman Bros.,
Box 124, Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid?
F. D. Hubbs,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me $202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for $135. Ovens burn coal. Cash with order.
E. H. McClellan,
226 Lexington Ave., Dayton, Ohio.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

CCXCIX.—An Employer's Right to Refuse to Employ Clerks or Other Employees Who Belong to Associations or Unions.

Here is a subject I believe I have never discussed, precisely in this way:—

> I take the liberty of asking you to discuss "for the good of the order," a legal question that has arisen in our town. The association prefers to have the matter appear anonymously, if that can be done.
>
> The retail clerks of this town are about forming an association. Nothing of the sort has ever existed here before, and we employers are fearful of what may ensue if it is not interfered with. If the movement had been spontaneous from among the clerks themselves, organizing for social purposes, we would probably not have objected, but the scheme is being promoted by a labor advocate, and we can see a strike coming as soon as the organization gets on its feet. Already we are having trouble with the labor advocate in question, for he has come into the stores and talked to the clerks in business hours and interfered with them very much. When taken to task by one or two employers he has been insolent.
>
> All of the retailers here are extremely anxious to keep labor unionism out of our business if we can, and a plan has been discussed of refusing to employ any clerk who belongs to the clerks' union. A number are in favor of saying to the clerks that we have not the slightest objection to the clerks forming an association, but we do not want any professional labor agitator in it, and so long as the matter is handled in that manner, we will have nothing to do with it. Would such a plan be legal?

Since the recent decision of the United States Supreme Court in the Kansas coercion case, there is no longer any doubt that an employer has the right to refuse to employ a clerk who belongs to an association, and *because* he belongs to an association. Kansas and thirteen other States had a law forbidding an employer from making an employee, when he hired him, agree not to belong to an association or union. The law was of course fathered by the labor unions, and it prescribed a criminal penalty for violation. Its constitutionality got up to the United States Supreme Court, and that body threw it out. The court said the law was bad because it attempted to interfere with an employer's right of contract—he had a perfect right to employ such people as he wanted to employ, and to make whatever conditions he liked as a condition of their employment. The following is from the decision:—

> To ask a man to agree in advance to refrain from affiliating with the union while retaining a certain position of employment is not to ask him to give up any part of his Constitutional freedom. He is free to decline employment on those terms, just as the employer may decline to offer employment on any other, for it takes two to make a bargain; and, having accepted employment on those terms, the man is still free to join the union when the period of employment expires, or if employed at will, then at any time upon simply quitting the employment. And, if bound by his own agreement to refrain from joining the union during a stated period of employment, he is in no different situation from that which is necessarily incident to contracts in general.

So that a retail dealer employing clerks is perfectly free to refuse to employ any clerk who joins an association. Is he free to combine with other retailers in the same town, so that all of them will take that stand? That is a different question. A conspiracy is an agreement between two or more persons to do an unlawful thing, *or to do a lawful thing in an unlawful way.* I have shown that the thing we are discussing is lawful, but of course it could be put through in an unlawful way. If the association which puts this question to me should be told by its counsel that its members could legally refuse to employ clerks who were members of an association, and if all the association members, acting on that advice, but without any agreement among themselves that all should do it, were to at once put the plan into effect in their own stores, my judgment is that it would be perfectly legal. On the other hand, if the association members entered into a tight agreement, binding each other to take the stand referred to, and with penalties for violation, and so on, it would be open to the charge of conspiracy, although I would incline to the belief that there would be no conspiracy even then. Nevertheless, the safe way is always the best way.

(Copyright, February, 1915, by Elton J. Buckley.)

—

Question: E. T. Ramer, "United Stores," Harrisburg, Pa.—Mr. C. L. Conover, of this city, who is a subscriber to your paper, is with twenty grocers interested in organizing themselves into a retail grocers' association, and he requests me to ask you for the necessary information and for a blank application to present to the Dauphin County Court for a charter. We understand that three weeks' notice in two county papers must be published before application is made, etc. But what we want to do is to save the fee a lawyer would charge us for procuring a charter, which is a very simple matter. I talked recently with Mr. Smedley about organizing and we are not looking for anyone to organize us. We know what we want and how we wish to proceed, and then we will be ready to co-operate with Mr. Smedley and he with us. The information and the application blank especially will be appreciated. I might add that we have been associated together and buying for more than a year.

Answer.—The kind of charter you will need depends on the character of business you intend to do. If you intend to run your co-operative buying business so as to make a profit for the corporation, even a small profit, you will have to have a charter of the second class, which is the charter invariably granted to corporations formed for profit. Application for this must be made to the Governor of the State, on blanks which can be obtained from the Secretary of the Commonwealth right in your own city. Application for a charter of this class is comp tively simple, and might be through without a lawyer.

If you do not intend to ma profit, then you must get a ch of the first class, which is the of charter issued to corpora not for profit. Application for must be made to your county c and you could not possibly through with it without an ney. Applications of the first are much more complicated elaborate than applications of second. The former applic has to be expertly drawn, and timony must be taken. It is lutely a lawyer's job.

—

NOTE.—Requests for informatio this department should tersely se in full all the facts bearing on the and all questions should be care framed to avoid misconstruction. on one side of the sheet only. L should be received at this office later than Tuesday of each week t sure an answer in the Monday's following. The signature and ad of the writer must accompany al quiries, and will be published u there is a request not to do so. inquiries received will be answ without charge. Address all comm cations to Legal Editor "Modern chant and Grocery World."

—

This Business Was Done in Fi and-Ten Cent Goods.

The report of the S. S. Kresge proprietors of 5 and 10-cent goods the year ended December 31, 1914, s aggregate sales of all comp amounting to $16,097,571, against 258,227 the preceding year. The bal after preferred dividends was $1,021 equal to 20.43 per cent. on the com stock outstanding, as compared 14.67 per cent. earned the year prev The consolidated income account o constituent companies compares as lows:—

	1914	19
Sales	$16,097,571	$13,2
Net profits	1,150,498	
Preferred dividends	128,782	
Balance	$1,021,716	$
Common dividends	300,000	
Balance	$721,716	$
Ret. of preferred stock	75,000	
Balance	$646,716	$
Previous surplus	806,648	
Profit and loss surplus.	$1,453,364	$

Forty Years Ahea of Time

Long before the demand for the dust and germ-proof package began

Fleischmann's Yeas

was supplied to the grocer in pure tin-foil wrappers.

This same spirit of forehandedness has kept FLEISCHMANN'S YEAST to the forefront since its introduction.

The Proper Care of Perishable Food Products by the Retailer

The National Wholesale Grocers' Association of the United States has prepared and is issuing to the retail trade some extremely useful matter under the above heading, the point being to supply some practical directions by which spoilage in the retail store may be reduced as much as possible. From time to time the "Modern Merchant and Grocery World" will publish brief extracts from this matter.

No. 7.—Fish.

ll kinds of fish, whether mack- herring, salmon, spiced fish, ked fish, salt cod or canned fish, ld be thoroughly examined im- iately upon receipt of same.

any package of salt fish, such nackerel, herring, salmon, an- vies, or any package that con- s pickle, is found to be dry, or out sufficient liquor to fully r fish, make a brine in the pro- ion of one gallon of pure fresh er to two pounds of coarse salt, rock salt, stir thoroughly till is dissolved, then pour into the kage till fish are fully covered. the case of pickled or spiced , instead of using the salt brine, e a light vinegar brine con- ing of about 20 per cent. of te pickling vinegar. Never use h water without the addition of , as same will cause fish to spoil. e fish should be weighted down that it will be well beneath the ne at all times. The scum which quently forms on the surface of brine is the fat from the fish, l should be promptly removed or product will become rancid.

f salt cod fish is found upon ar- al to contain red specks or mold ring the summer months, it uld not be sold, but notify the ber from whom you purchased goods at once. If the red spots velop later, the same should be mmed off to keep them from reading. Unless the goods can sold in a short time it is sug- sted that the cod fish be placed in heavy salt brine in a jar or keg. his will prevent any further de- ioration.

Smoked fish is extremely perish- le and should be thoroughly ex- ined upon arrival. If it should on the point of spoiling, that fact ay be easily detected by the odor. is not safe to handle smoked fish all during the warm weather, d if handled must be kept in cold orage where there is a uniform mperature of from 32 to 40 de- ees Fahrenheit. An ice box will where cold storage is not avail- able. At all seasons of the year fish should be kept in as cool a place as possible, and away from other groceries that are liable to become tainted with the odor. Fish must be kept clean, handled with clean hands and fully protected from flies and all other sources of contamination.

All claims for damaged fish, whether smoked or salt, should be made immediately after arrival of goods.

Pennsylvania Organization Notes.

Mr. Smedley addressed the Apollo Business Men's Association on February 8th. The attendance was good. Quite a nice-sized delegation of Vandergrift merchants attended the meeting. Prior to the regular meeting the Organizer met the grocers. The Apollo Association is doing good work for its members. A plan to largely increase the membership is now being mapped out.

* * *

On February 9th Mr. Smedley visited the merchants of Oakdale, Nobelstown, Sturgeon, Primrose, Midway, Raccoon, Bulger and Burgettstown, and in the evening met them again at a meeting of the McDonald Business Men's Association, to which they had been invited. The merchants of these towns will unite with the McDonald Association and perfect a credit rating and collection system.

* * *

The Organizer met the Butchers' Association of Pittsburg on February 10th at a largely attended meeting. Addresses were made by D. E. Durbin, president Retail Grocers' Association, and Geo. J. Kurtz, secretary Butchers' Association. Several members of the Johnstown Association were present, headed by Secretary McGarry, who made a speech outlining what Johnstown had accomplished through organization. Several new members were added to the roll. After the business session an elaborate luncheon was served.

* * *

The New Brighton Association now numbers 90 members and an effort is being made to increase this fully 100 per cent. before spring.

* * *

The Vandergrift Association gave a turkey dinner to its members on February 10th and at the same time welcomed 40 new members.

* * *

The Shamokin Association has gotten out a button to be worn by the citizens. On it is printed "Don't Knock—Boom Shamokin." A clever idea.

* * *

Merchants of Muncy are planning for a big banquet.

* * *

The Bradford Association monthly luncheons and business meetings are a great success and well attended. A "Know Bradford" show is being planned.

* * *

At the last meeting of the Nanticoke Association 85 members were present.

* * *

There is no end to the activities of the Washington Board of Trade. Secretary Ketchum believes in doing something every minute. The school children's "Buy at Home" essay contest resulted in over 3,000 sending in essays.

* * *

The Mahanoy City Association is taking steps to put on a "Buy at Home" campaign and planning a city beautiful campaign and have eliminated the evil of programme advertising and ticket selling without the sanction of the association.

* * *

The recently organized Nazareth Association has taken on a boom and all classes of business people are taking a keen interest in its success.

* * *

The Pottsville convention was a big success.

Government Will See if Good Bread Cannot Be Made From Potato Flour.

Baking experiments to test the value of making bread of potato meal mixed with wheat flour are now being undertaken by the U. S. Department of Agriculture's Bureau of Chemistry. This is to test the possibilities of the potato in the same manner as Germany and Austria are now advising their people to do. The increased cost of living throughout the world has emphasized the fact that flour made of other substances than wheat, or of these substances mixed with wheat, might provide people with healthful food quite as nutritious as the pure wheat flour, and at the same time cheaper. Austrian bakers are now compelled by law to use at least 30 per cent. potato meal in making their bread. The Bureau of Chemistry's potato meal bread has been baked with from 25 to 50 per cent. potato meal and the remaining percentage wheat. The most satisfactory loaves in combining economy and appearance were those made with the minimum percentage allowed in Austria or less. The loaves made with more than 30 per cent. potato meal were not so satisfactory, as they were heavier and less attractive in form. The bread has a rather coarse texture and dark appearance, but possesses a distinctive and agreeable flavor. It also retains moisture for a much longer period than ordinary wheat flour.

SAVE TIME RISK MONEY

Invest $25 to $75 in a Schick All-Steel Baling Press—the capital will be returned to you inside of a year, with liberal interest besides. The paper, straw, rags, shavings, excelsior, etc., you now burn up, or pay someone to haul away, can be baled and *sold at a good* price—if you use the

ALL STEEL Schick FIREPROOF

BALING PRESS

Absolutely fire-proof—takes up little room—provides safe storage for waste and eliminates fire risk—lowers insurance rate—pays for itself and earns money for you. Right size for every shop, store or factory—sold on

TEN DAYS' FREE TRIAL

Write to-day for catalog No. 64, FREE TRIAL OFFER and information about selling waste at a profit.

Used in Uncle Sam's Posl-Offices

THE DAVENPORT MFG. CO.
DAVENPORT, IOWA.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, $1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

Complete Line of Easter Baskets

WRITE FOR PRICES

WITMAN BROTHERS

Jobbers Woodenware, Groceries and Hardware

HARRISBURG, PA.

Wanted—a Used Keith Credit Register

Give full specifications, including year purchased, type of register, condition and price wanted, also cost price. Address "R. O.," Modern Merchant and Grocery World.

Not a Luxury

The many uses and economy of

MAPLEINE

classify it as a necessity that goes far and costs little. As a flavoring it is very satisfactory.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Doing a Cash Business.

The more I get about, the more my mind's made up to believe that the only way to do business is the cash way. To have every cent you've sold to-day in the cash drawer to-night—by George, but that's the glad tidings of great joy.

You can talk all you please about people spending more when they buy on time, and buying better stuff, and how you can hold your trade better, and all that—that's all true, but allowing for that I say the cash way is the best way for all.

To have your money—all of your money—in your paw before the goods go out, that's ahead of everything. I'd rather do $500 a week, all straight cash, than $750 average credit business.

Of course some credit businesses are as good as wheat. Not many, though, if you ask me. I know one fellow that hardly does any cash, but by the tenth of the month 99 per cent. of his money's in. That's great, understand, but even that fellow can't discount his bills, because he ain't got capital enough. Still, he's on easy street compared with some of 'em.

It takes some nerve to open a cash store in an ordinary town, but it takes a thousand times as much to change a store to cash after it's built up a credit business. The man who ain't got plenty of money salted down, and who does that, ought to have a Carnegie medal for plumb pluck.

I have a customer who has a good credit store in a little place of about 3,000 people. It was an all right business, but it was a credit business, and some of his people didn't care when they paid.

He had the cash bee in his bonnet for years and talked to me about it and to anybody else he could. He even talked to some of his trade and of course they talked it down. He got cold feet and told me in the end he didn't believe that it was in the wood for a store to do an all cash business in a place like that.

Not six months afterwards a chain-store came in there and did a bang-up cash business from the start. Understand, nobody but themselves knows how much money they've made. They may not have made a dollar, but they are sure doing the business, and there ain't any reason why they shouldn't be making money, because they are getting good prices on most of the stuff.

But there's this about that: A chain store could get away with a stunt like that where the ordinary man with one store couldn't. I don't need to tell why—they could feed off their other stores while if he couldn't feed off his one he wouldn't feed at all. If he didn't need to make any money out of his store for a year, and could maybe even stand dropping a little, there ain't a bit of doubt he could have put over his cash store too. But when you're getting along fair with your credit business, and ain't got much put by, it takes more nerve than the average fellow's got.

That's as true as you're born. This fellow's pretty sore now he didn't go ahead, but as I tell him, maybe he's better off.

Another customer of mine that did try it on and made good, told me the whole thing was to get people into the way of paying cash. If you can only do that, the stunt's worked. That's what he did. It's hard work to get a woman who's always got her bill once a week or once a month and who has just sent a check, as nice and easy as you please, to dig up the cash every time she buys a cucumber. But he did it all right. He had to sweat blood—he worked on 'em and worked on 'em—to make 'em believe that it paid to take the trouble. It did pay 'em, too—for nine months he didn't make a dollar. Then when he had 'em coming, he began to make a little and now he's making pretty near as much as he ever did. Not quite as much—I don't believe he'll ever make quite as much.

But the man has comfort—he's got what he's got. Gee, but that is the life!

Speaking of having comfort and not having it, I know a grocer who's plumb sick over an acco of over $80 he's got against a c tomer. The fellow's a patt maker and makes good pay, bu can't pay $80. This grocer sits nights to dope out schemes to m him pay. The thing's on his m Every time he thinks of that t making his good money every w and laughing at him whenever asks him to pay the $80, he red. He'll never get a dollar The fellow ain't got anything that's all there is to it.

It's things like that that put punk in punkin, as it were, c cially where you've got fifty nuts like that instead of one.

THE STROLLE

ECHOES.

Enclosed find check for years' subscription to your valu paper. Could not do without "Modern Merchant and Groc World."—Ab. Reidenbach, Smo town, Pa.

Weekly Window Display Suggestions

A Window Display of Rice.

Introduce the Lenten season by making a window display of rice. the bottom of the window with black muslin first. Next, put as many brown bags as your window will permit, in the rear. Fill them with sa or bran, and put in black letters the words "Rice" on each bag. Then bu slant of boards in the rear of the center of the window. The size of window regulates the slant of the boards, but be sure not to have it steep. Cover it with black muslin also, or crepe paper. In back, above slant, make a pyramid of one-pound cloth bags of rice and then cover slant with loose whole rice from one-half to an inch thick. To keep from sliding off, put bags of rice all around the edge. Make black letters f covered cardboard and arrange them on the rice to form the words "Eat M Rice, Less Meat," like in the cut. Suspend a large sign card, like in illust tion, above. On each side of the slant put four or more dessert dishes loose rice, with spoons. Then a pudding dish will complete the effect.

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AND

Grocery World

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Written for the "Modern Merchant and Grocery World."

The Comment on the "Savings Check" Premium Plan by a Retailer Who Uses It

Apropos of Last Week's Article on the New Savings Check Plan of Premium Giving a Well-known Western Pennsylvania House Gives Its Views. Sees Great Difference Between Plan and Trading Stamps.

[The following article was addressed to the editor of the "Modern Merchant and Grocery World" personally, hence certain references in it which otherwise might not be understood.—Ed.]

I read with interest your article in the "Grocery World and General Merchant" this week on "Savings Checks." I assume that the article is yours because the proposition is summed up in a non-committal way. Just like you lawyers. You have unconsciously put your finger on one detail of this plan that may have to be controlled. "Of course, there is no rule requiring retailers to distribute the Savings Checks in any certain way."

I believe the Savings Check Co. would take exception to the word scheme. As the "Stroller" would say, "This ain't no scheme, it's a *plan*."

Personally, I think there is a vast difference between the Savings Check plan and the trading stamp scheme.

I am sending you some literature we sent out on this proposition. Do you not think it would be a good thing for all parties concerned to start, say, 50,000 people saving this money and opening bank accounts?

To sum it up in a few words, I regard this plan as a 2 per cent. cash discount. I believe it will benefit the people, the banks and ourselves. I regard this plan as almost pure co-operation. No one could be more opposed to premium schemes than myself, yet I regard this plan as dignified, bona fide, ethical, legitimate and some more things I can't think of just now.

I would like to get some good "dope" from your legal mind, and if you can see anything wrong with this plan I would like to know how to correct it. I have been trying to find something wrong with it for three months, but can't detect it yet.

M. S. Kuhn.

Wilkinsburg, Pa.,
February 22, 1915.

Note.—From the circulars sent with this letter we take the following, which shows again just how the plan is worked: "Now, here is where you come in. When you make a purchase in our store you are handed Savings Checks to the amount of 2 per cent. of your purchase, that is, 2 cents for each dollar. When you have a dollar or more in Savings Checks you can take them to the Wilkinsburg Real Estate and Trust Company and they will deposit them to your credit, the same as so much cash. You don't need a dollar's worth of Savings Checks to make a deposit, because you can add money with these Savings Checks at any time. Savings banks make it a rule that one dollar is the smallest amount you can deposit at one time, and for this reason if you only have 40 c in Savings Checks you could 60 cents and make your deposit.

We repeat that we see no dif ence in principle between the S ings Check plan and trad stamps, or any other premium which involves giving somet extra with a purchase. The principle of all such things is the consumer is supposed to be ting something for nothing. H supposed to be getting the Savi Checks for nothing, because if even hinted that he was paying them it would all be off. The minim is supposed to be a pure tuity, no matter what it is, therefore it makes no differe what form it takes. If you can tify one form you can justify other.

Yes, it is indeed a good thing make a consumer start a bank count. It may be a good thing charge him a little more for goods and return the difference him in some form which will c pel him to deposit it in bank. far you have considerable justif tion for premium schemes, when you buy back his checks cash this justification falls, for have then merely returned him w you overcharged him. He has been benefited, nor have you. be the means of giving him a b account which he would proba never otherwise have, is a very ferent thing.—Ed.

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa., Feb. 26, 1915.

Another bill to knock out trading stamps has been introduced in the House by Mr. Walton. It is bill No. 433, and it takes the place of the bill which the Pittsburg retail trade is backing and which was introduced in the House several days ago. Bill 433 is the Pittsburg bill with certain changes. Its text is as follows:—

AN ACT

Defining trading stamps, as including stamps, coupons, tickets, cards, certificates and other similar devices given with a sale or bailment of merchandise regulating and licensing the sale, furnishing and giving of trading stamps and providing penalties for the violation thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania in General Assembly met, and it is hereby enacted by the authority of the same, that the words "trading stamp" include any stamp, coupon, ticket, card, certificate or similar device furnished free by a vendor of merchandise and redeemable in or accepted for money or other personal property by a person other than such vendor. The word "person" includes individuals, copartnerships, corporations and associations. The word "sale" includes a conditional, sale and a bailment.

Sec. 2. No person shall sell, give or furnish trading stamps intended for use in or with the sale of merchandise unless the person selling, giving or furnishing trading stamps shall have obtained a license therefor from the county treasurer.

Sec. 3. The license herein provided for shall be valid only for the calendar year for which issued. No license shall be issued except upon a written application, which shall set forth the name and business address of the applicant. The application shall be accompanied by a license fee of $2,000. One-fourth of the money received from such license shall be paid into the State Treasury. The remaining three-fourths shall be retained by the county and devoted to the construction, maintenance and repair of roads in the county.

Sec. 4. The license shall permit the selling or furnishing of trading stamps only at one place of business in the county. If the applicant for a license has more than one place of business in the county, a separate license shall be required for each place. Every building or part of a building shall be deemed a separate place of business where trading stamps are sold or furnished or where the personal property to be exchanged for the trading stamps is exhibited.

Sec. 5. Any person violating any of the provisions of this act shall be guilty of a misdemeanor and upon conviction thereof the person, if an individual or the members of a copartnership or association, or the officers and directors of a corporation, as the case may be, with guilty knowledge of the fact, shall each be sentenced to pay a fine of not less than $1,000, not more than $5,000, or to undergo an imprisonment not exceeding two years, or both, in the discretion of the court.

Sec. 6. This act shall become effective on the first day of July, 1915.

Sec. 7. All acts or parts of acts supplied herewith or inconsistent herewith be and the same are hereby repealed.

* * *

Senator Frank Croft, of Montgomery County, who is a member of the Croft & Allen Confectionery Co., has introduced a bill (Senate Bill No. 149) which will affect every retail grocer, butcher and delicatessen dealer in the State. It makes it unlawful to display uncovered food of any kind, and is broad enough to include food displayed inside the store as well as outside. The text is as follows;—

AN ACT

Regulating the display or exhi for sale of food and imposi penalties.

Section 1. Be it enacted by t Senate and House of Represent tives of the Commonwealth Pennsylvania in General Assemb met, and it is hereby enacted the authority of the same, that it unlawful to display or exhibit f sale any food unless it be cover or protected from contact with contamination by any animal, fo or insect.

Sec. 2. Any person who violat any of the provisions of this a shall be guilty of a misdemeano and on conviction thereof summa ily before any alderman, magistra or justice of the peace shall be se tenced to pay a fine not exceedi $100 or to undergo an imprison ment not exceeding three month or both.

* * *

As expected, the farming elem will fight the amendment to the o bill reducing the retailer's tax oleo to $10. A hearing will be h before the House Committee Agriculture in March. The St Grange is arranging to ask a he ing and Worthy Master John

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at La
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

TRADE PULLERS

Every magazine or periodical

customer is likewise a user and buyer of articles in your other departments.

Nearly everyone has at least

one favorite magazine or periodical which he purchases from twelve to fifty-two times a year. Somebody in your town is deriving the benefit of this trade-increasing line.

The man who supplies the Magazines and Periodicals

is the man who will have the opportunity of supplying these customers with their other wants.

Think of a profitable line of

merchandise that requires but little floor space, practically no investment, and can be handled with scarcely any expense or risk, and at the same time offers you an excellent profit and draws trade to your store. You can not consistently afford to delay another minute in signing the coupon which will bring you full particulars and information regarding opening a Periodical and Magazine Department.

MAIL COUPON TO-DAY →

The American News Company

9 to 15 Park Place NEW YORK CITY

The American News Company
NEW YORK

Please send me Price-List and full particulars in regard to installing a Profit-Paying News Department.

NAME .....

ADDRESS .....

.....

M. M. & G. W.

McSparren will appear against the bill. It is understod that Dairy and Food Commissioner James Foust is also opposed to the act. The oleo license is now one of the big sources of revenue, as it has yielded over $225,000 to the State Treasury, about 2,400 licenses having been issued for all classes of sellers. The contention of the grangers and dairymen will be that the act would open the door to numerous small dealers which would require extended supervision and on whom fines for any violation would fall heavily.

* * *

As stated in this correspondence two or three weeks ago, a new bulk sales bill has been introduced in the House. It is the uniform act that is being introduced in all States. The main difference between it and the present law is that the new act works out a way of distributing among all the creditors money obtained by attaching the stock and fixtures of a debtor who has sold out in bulk without giving his creditors notice. The present act practically lets the attaching creditor take the whole proceeds of the attachment.

The text of the new bill is as follows:—

Section 1. Be it enacted, etc., that the sale in bulk of the whole or a large part of a stock of merchandise and fixtures, or merchandise or fixtures pertaining to any kind of business whatsoever, otherwise than in the ordinary course of trade and in the regular and usual prosecution of the seller's business, shall be deemed fraudulent and voidable as against the creditors of the seller, unless the purchaser shall in good faith and for the purpose of giving the notice herein required make inquiry of the seller and received from him a list in writing of the names and places of residence or business of each and all his creditors, and unless the purchaser shall at least five days before the consummation of the sale deposit in the mail a registered letter of notice, postage prepaid, addressed to each of the seller's said creditors at his post office address according to the written information furnished. Said notice shall designate a time and place of meeting of said creditors, which place of meeting shall be in the same city, borough or township where said place of business is located, and at which meeting the creditors representing a majority in number and amount of all claims shall elect a trustee, who shall receive the consideration of said sale and divide same proportionately among all the creditors whose claims have been properly probated, filed with the trustees and allowed. The creditors at this meeting shall also designate a committee of two persons from their number, who shall, in conjunction with said trustee, pass upon the allowance of all claims. The vote of any two of these persons shall be sufficient for the allowance and payment of any claim filed. Whenever, in the judgment of a majority of creditors at said meeting, the trustee shall be required to furnish a bond for the faithful performance of his duties, he shall execute a bond to the two members of the committee chosen at said meeting for the benefit of all the creditors. The trustee shall receive as compensation for his services an amount agreed upon by the majority of the creditors at said meeting, and he shall also be reimbursed for the cost of his bond and for any other expenditures in connection with the performance of his duties. In the event that there is more than sufficient funds to pay the creditors their claim in full, then these expenses shall be borne either by the vendor or the purchaser, or by both of them, as they may agree. In the event that there is not sufficient funds to pay all the creditors in full, then the aforesaid expenses shall be paid by either the vendor or the purchaser or by the creditors, or by all or either of them, as agreed upon by all the parties in interest at said creditors' meeting. Provided, however, that no proceeding at law or equity shall be brought against the purchaser to invalidate any such voidable sale after the expiration of ninety days from the consummation thereof.

R. O. M.

Written for the "Modern Merchant and Grocery World."

Is This Retailer Doing All He Should?

Well-Known Washington, D. C., Grocer Tells What His Last Inventory Showed. On a Business of Nearly $38,000 His Net Profits Were Less Than Four Per Cent. Expense 15.2 Per Cent.

When I started in business in 1901 I made it a regular duty to take an inventory every year, but had stopped it for about four years until last of 1913, when I decided to install more system and took an inventory on December 31st to get a basis to work on for 1914, and on the last day and night of December took inventory again, and from the statement of last year's business have summarized a few facts that I thought might be of interest, and if you think so you are at liberty to use them and make whatever comment you see fit:—

SUMMARY OF STATEMENT FOR 1914.

Total sales		$37,732 49
Mdse, per inventory Dec. 31, 1913,	$2,106 15	
Mdse. purchased during year	30,145 16	
Total	$32,251 31	
Mdse. per inventory Dec. 31, 1914,	1,583 91	
Cost of mdse.	$30,667 40	
Gross profit	7,065 09	
	$37,732 49	

EXPENSE ACCOUNT.

Salaries (including my own of $25 per week)	$3,965 00	
Rent	600 00	
Maintenance on motor truck	245 00	
Bad debts charged off	192 74	
Cost of advertistising (approximately)	140 00	
Ice	213 16	
Light, postage, stationery, paper, bags, twine, etc.,	402 81	
Net profit	1,306 38	
		$7,065 09

Net profit less than ... 3.5 per cent.
Gross profit ..... 18.7 per cent.
Bad debts cost over... .5 per cent.
Gross expense over.... 15.2 per cent.

I employ but two clerks and two colored men and have an extra boy on Saturdays for errands, and do not have a cashier or bookkeeper, though my business is about two-thirds credit. The total expense is correct and includes insurance and personal tax on stock, and I had not made any effort to keep the various

This Store Mr. Brayshaw Built Last Year.

items separate, but in making up these figures found that the items as shown could easily be ascertained and would perhaps be more interesting to show "where it went."

JOHN BRAYSHAW, JR.,
Washington, D. C.

Note.—Certainly this business is economically run, when the expenses are only 15.2 per cent., which is somewhat below the average. It appears as if prices were too low, when gross profit is only 18.7 per cent., and the net profit only 3.5 per cent. Many successful retailers contend that net profit should not be under 10 per cent. If the expenses averaged the u 17 per cent., the business w practically be making nothing all.—ED.

Written for the "Modern Merchant Grocery World."

According to This It Does L Like Food Shortage.

Pennsylvania Retailer Turns Gov ment's Figures Against Itself Demonstrates That if as Much W Goes Abroad From Now on We be 50,000,000 Bushels Short Be July 1 Next.

Taking the Government's st ment as it appeared in last we "Modern Merchant and Gro World," it looks to me that t may be a very serious shortag wheat before the new crop y and we may all be eating corn p before we are eating new wh The figures as furnished by the ricultural Department are as lows:—

Crop of 1914—891,000,000 b els surplus. From 1913—76,0 000 bushels surplus. Total su for this crop year 967,000,000 b els.

We consume in the United St an average of 43,333,000 bushel wheat a month and up to March would be around 346,666,000 b els. The Department says the a age amount of seed used in United States is 90,000,000 bus a year, but they say the acreage been increased in fall sown w 11.1 per cent., and the spring c to be sown yet I have seen mated will be even greater, take the 11.1 per cent. it will quire 100,000,000 bushels of w for seed purposes. Our export averaged 1,000,000 bushels a since July 1st last, but the ex demand was light up until five six months ago and may be pected to at least keep up the a age until July 1, 1915. I sum up like this. Up to March 1st will have consumed 346,666, bushels of wheat. It will req 100,000,000 bushels for seed p poses. We will have expor around 240,000,000 bushels, mak a total of 686,666,000 bushels, le ing 280,334,000 bushels avail for four months' home consu tion and export. If we continu export wheat at the rate 1,000,000 bushels a day there go from the United States 12 000,000 bushels before July leaving only 160,334,000 bus for home consumption for fo months. Our normal consumpti

ing over 43,000,000 a month, we ill need for our own people 173,-00,000 bushels of wheat before the w crop year, and there will be a ortage of over 12,000,000 bush-s if it were possible to have the e of every available bushel of heat in the United States.

There is annually a surplus held farmers' graneries until they are re of a new crop of 40,000,000 shels or more, so it looks to me at we are due for a shortage of t far from 50,000,000 bushels of heat before July 1, 1915, and we ight just as well now begin to t and like corn pone before the eather gets too hot. The Depart-ent says there was an estimated orld shortage of 400,000,000 shels of wheat for 1914-15 crop ar outside of the United States, it does look like the export de-and will continue.

W. J. WARRICK.

Washington, Pa.,
February 24, 1915.

OU NEED A NEW SHOW CASE!

The very case you need is adver-sed and pictured in this issue by e Joseph Knittel Show Case Co. you don't say that's the classiest ow case you ever saw, you're hard please. Send for the Knittel Co.'s atalogue.

Clipper Lawn Mower

The Mower that will kill all the weeds in your lawn. If you keep all the weeds cut so they do not go to seed, and cut your grass without breaking the small feeders of roots, the grass becomes thick and weeds disappear.

THE CLIPPER WILL DO IT.

Dealers Spot Cash Prices

No. 1.	12-inch	$ 4.50
No. 2.	15-inch	5.00
No. 3.	18-inch	5.50
No. 4.	21-inch	6.00
Pony Mower, 24-inch		13.50

The Dixon Lawn Mower

12-in. $4.50 14-in. $5.00 16-in. $5.50
18-in. $6.00 20-in. $6.50

Patent Thrust, Ball Bearing, Guaranteed in Every Way and Dust Proof. Both the upper and lower knives are crucible steel. Wheels are 10 in. high and the gear is on the inside rim of the wheels, giving great power and speed. The real knife is 6½ in in diameter, has four blades The lower bed knife is crucible lip steel fastened to floating knife bed. This bed knife bar rests on tie rod that holds the back ends of the mower rigidly together.

CLIPPER LAWN MOWER CO.
DIXON, ILLINOIS

Increasing a Nation's Appetite

NEW YORK PLANT OF
Loose-Wiles Biscuit Company

¶ There are over 350 different kinds of biscuits in the SUNSHINE line, every variety known and many kinds which we originated and make exclusively.

¶ People never knew the delightful possibilities of baking until SUNSHINE BISCUITS appeared, packed in attractive cartons and tins and sealed against air and moisture. Biscuits had never been called "bonbons" until our unique "filled" biscuits appeared which gave a new meaning to the word *quality*. It is

SUNSHINE QUALITY

which has made package biscuits so generally popular with the people and profitable to dealers throughout the United States. There is a "Sunshine" Biscuit for every taste and for any occasion, whether a dainty surprise is wanted for the social affair at home, or a wholesome, economical lunch for the working man.

We keep consumers interested by steady national advertising; we keep them pleased by Sunshine Quality, and we will supply you with practical dealer helps to turn their interest into sales.

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits

L. I. C. NEW YORK N. Y.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY SERVICE YOUR

SAY TO CUSTOMERS

"'SUNSHINE' Biscuits always reach your home as fresh, crisp and appetizing as when they first came from the ovens."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

What is There in the Proposed Trading Stamp License Law?

The "Modern Merchant and Grocery World" scarcely knows what the Pittsburg Retail Grocers' Protective Association is expecting to do through the trading stamp license bill which it has had introduced in the present Pennsylvania Legislature. The full text appears in this week's Harrisburg letter. The bill imposes a $2,000 tax on dealers who sell trading stamps to merchants, but not on merchants who give those stamps out. For instance the Sperry & Hutchinson Co. establishes an office in Philadelphia and through that agency supplies green stamps to retailers. The S. & H. Co. would have to pay the $2,000 tax, but the dealers who bought and distributed its stamps would not. All of the brokerage concerns who traffic in trading stamps would also be liable to the tax, but that is a direct *benefit* to the stamp companies.

The weakness of the proposition is this: All that the S. & H. Co. would need to do, in order to completely evade the law, is to move its office to Camden or New York—out of the State somewhere. It would then send salesmen into the State to take orders for its stamps, which under the law is not doing business within the State. The stamps come in just the same and go out just the same. Nobody pays any tax and the only thing accomplished is that the stamp companies have been caused some inconvenience.

It is also worth noting that the bill as drawn does not impose a tax on a premium store conducted within the State, provided stamps are not sold there, and it could not constitutionally impose such a tax.

What do the Pittsburg gentlemen hope to gain?

"The Affirmatives Won."

In a debate at the Philadelphia branch of the Travelers' Protective Association headquarters during the week, on the question, "Resolved that the quality of merchandise and the character of the house behind it are greater than the personality and character of the representative or salesman," the affirmative won. So reports a brief item in a Philadelphia daily paper one day during the week.

And the affirmatives should have won, for they had the truth on their side. That is, in the long run. A brilliant personality in a salesman can override character of house and quality of merchandise for a while. A sharp salesman can almost always sell shoddy—once. But unless he gets his customer drunk, he cannot do it the second time. It might be said, too, that he will find it harder to-day to do it once than he ever found it before.

A Daily Paper on Quantity Prices.

The Philadelphia "Record," in one of its last week's issues, published something on quantity prices which we feel like reproducing:—

> One of the trade newspapers is profoundly impressed with the statement of Henry Ford that if a European nation wants 40,000 automobiles he will supply them at precisely the price at which he sells one machine to an individual American citizen, and it regards this as demonstrating a high standard of business ethics, and urges its universal adoption. It inquires why the large buyer should get better terms than the small buyer.
>
> Well, one reason is that if wholesale prices are not lower than retail prices no one but a very rich man could afford to buy goods to sell again. The retail dealer would no longer make a profit on his business, but he would render an altruistic service to the community so long as his private resources enabled him to live without pursuing a gainful occupation.
>
> But another reason is that the selling price necessarily covers the cost of selling, and it costs something to sell even Mr. Ford's machines. If he can sell 40,000 on a single order the transaction of the business would not cost him anything appreciable, and he could afford to deduct the cost of selling 39,999 machines from the selling price. What he proposes to do is to appropriate the whole saving effected by the sale of 40,000 machines in a single order, and we cannot but feel that that would be unethical, regarded from the high, Henry Ford, point of view.
>
> On the whole, we fail to see that giving the large customer an advantage in price is distinctly unethical, though we admit cheerfully that in the millennium all people will be precisely equally prosperous, and everybody will pay just the same for everything. At present there seems to be no way of making all men equally healthy, wealthy and wise.

It is pretty hard to get away from this. The manufacturer who sells a thousand cases of his product at the same price as he sells one, is benefiting two people. One is the one-case buyer, who is thereby saved from the undue competition of the larger buyer, and the other is himself, for the reduction which he would ordinarily make to the large buyer of course goes into the manufacturer's own pocket when he cuts that reduction off. Whether this personal benefit was in the minds of any of the manufacturers who have established the one price we do not know, but we are inclined to believe not. We believe their main reason to be a sincere desire to protect the small buyer, which the one price certainly does.

Reduce the Pennsylvania Oleo Tax.

One of the pretty fights before the present Pennsylvania Legislature will be over whether the retailer's license fee for the sale of oleomargarine shall be reduced from $100 to $10. Just who is proposing that it should be reduced is not disclosed, but of course it is the oleo interests. The opponents are the farming element, which is naturally holding a brief for butter, and the State, which would hate to lose the revenue that comes from some 2,500 retail licenses at $100 each.

There is not the slightest reason why the retailer who wishes to sell oleomargarine should have to pay $100 for the privilege. Oleo is not illegitimate, it is a wholesome, honest article of merchandise and it is wholly indefensible to impose a tax upon its sale which inevitably keeps thousands of grocers from selling it. What if the State does need the revenue? It doesn't, as a matter of fact, but if it does why should it get it from oleo any more than from butter or candy? There may have been some reason twenty-five years ago for heavily taxing the sale of oleo, for then oleo was sold colored and sold fraudulently by a great many dealers. To-day it cannot be sold colored in Pennsylvania even after you have paid the $100 license, and all reason which may have once existed therefore falls to the ground.

As a matter of fact, we believe there has never been an honest reason for making the retail tax $100 The dishonest reason was so that butter would be partly protected from oleo's competition. There is no more real reason for taxing the sale of oleo to-day than there is for taxing the sale of sugar. If oleo ought to be taxed, the answer is that the Federal Government taxes it $6. That is enough.

Premiums.

Before the writer lies a directory which, unlike most directories, has aroused deep thought. It is a directory of concerns selling premium goods, and there are 1,050 names in it! All of them do not sell merchandise for premium use exclusively, but all of them sell a large part of it that way, and some of them sell everything they sell that way. Considering this in connection with the previously reported fact that there are over five hundred members in the National Premium Men's Association, one begins to get a conception of the extent to which the premium business is growing. There are several large trading stamp .schemes, the new and rapidly growing Savings Check plan, the Larkin scheme, the United Profit Sharing Coupons, the Hamilton Coupons, and any number of schemes of lesser importance, added to all of which must be the almost innumerable premium schemes which individual merchants are operating for their own customers.

All of this comes from a popular demand on the part of consumers. Verily the man who gave the first premium unloosed a giant whose end is not yet. Consumers everywhere are mad hungry for premiums, and the man with a new scheme finds instantaneous response. What is the use of using *argument* against this relentless pressure? Nothing can stop it—there is no longer any use in denying that consumers are appealed to by premiums, and very keenly appealed to—except an iron-clad agreement by all the thousands of factors who do give or might give premiums to give up their use. This of course is absolutely out of the question.

ur advice to manufacturers merchants is to let consumers e premiums if they insist on n—let them have all they want, *ng very good care, however, their cost does not come out profits that are already inad-ute.*

Beware of This.

om different parts of the country e stories of a scheme successfully ced on merchants who thought they going to get high-grade and dard pianos with other goods and rtising service. Smooth strangers hrough the country calling on re-merchants, claiming to represent an City house selling a first-class o and other premiums, with an ad-sing service, but in order to get special bargains and terms the mer-t must pay in advance by either ng up the cash or giving his notes the order. It is alleged that the is shipped under these orders are inferior and the advertising ser-is very limited and of but little e, though the price charged for the t is from $400 to $600. Having set-in advance, the merchant has but , if any, resources, as the notes are to be promptly discounted to "in-nt holders."

orida squash is unusually scarce high—up to $3.50 to $4.

The New York Letter

Organized Retailers Will Push Sunday Closing. Bill to Tax Retail Oleo Selling. And Now a Men's Furnishing Chain Store Enterprise. National Canners' Association to Push Advertising Campaign for Canned Goods.

Special Correspondence of "Modern Merchant and Grocery World."

New York, Feb. 26, 1915.

The organized retail grocers of this State are behind a strong movement to cause almost absolute Sunday closing for everybody except restaurants and confectioners.

The New York State Retail Grocers' Association has prepared the following amendment to the present Sunday closing act and will push it at Albany as hard as possible:—

Except in cities of more than 1,000,000 inhabitants, as shown by the last preceding Federal census, all manner of public or private selling or offering for sale of any property upon Sunday is prohibited, except as follows:—

1. Meals may be sold to be eaten on the premises where prepared.
2. Meals may be sold and served by caterers where prepared, or in places other than where prepared.
3. Milk, ice, confectionery and soda water may be sold in places other than where spiritous liquors or wines are kept or offered for sale.
4. Passenger tickets, flowers, newspapers, drugs, medicines and surgical appliances may be sold in a quiet and orderly manner at any time of the day.
5. This act shall take effect immediately.

All local associations in the State will be asked to aid its passage.

* * *

A bill has been introduced in the New York State Legislature to cause all retailers selling oleomargarine to pay a yearly license of $10. At present there is no license required to sell oleomargarine at retail in this State. Retailers merely pay the Government tax of $6. A movement is being inspired among the New York State and city retailers' organizations to fight the bill at Albany, but it seems likely that it will pass.

* * *

Another new chain store enterprise came into existence here during the week, when a number of merchants who are engaged in the men's furnishing business formed a syndicate which will operate at least 100 retail stores, not only in New York State, but in other sections of the country. The stores will be known as the Crown Haberdashery Stores, and the syndicate plans to open four in Brooklyn and six in Manhattan. A charter has been obtained for a capitalization of $100,000, and the syndicate says it expects to open other stores in Boston, Philadelphia and Washington.

New York City is rapidly becoming the home, or at least the mother, of chain store enterprises. The largest such organization in existence, the United Cigar Stores, originated here, and of course there are quite a number of local chain store organizations.

* * *

The trade was surprised during the week to receive word of the death of B. F. Mandelbaum, Chicago manager of the Kellogg Toasted Corn Flake Co. He had been ill for nearly a year from cancer of the stomach. Mr. Mandelbaum was well known throughout the Eastern trade and for a while represented the Kellogg Co. in Philadelphia

* * *

There is a general belief among the trade here that the scheme of speculating in sugar futures on the Coffee Exchange has been a very bad thing. It has merely introduced a speculative element into a market that was already considerably speculative, and has unsettled the situation much more than it was unsettled before.

The refiners are now protesting against trading in futures, and so are the largest brokers in the trade here. There is a scheme now to extend speculation to trading in refined sugar; the present speculation is in raw sugar only.

18

¶ At a debate in Philadelphia the other night it was decided that the character of a house and the quality of its merchandise was more powerful than the persuasiveness of a salesman.
¶ This answers you completely if you say that the only reason nationally advertised brands sell is because of the advertising. Advertising is merely the salesman for merchandise that the people have found that they want.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

As a matter of fact, it is generally admitted that the whole thing is simply a gambling game and does nobody any good.

* * *

The New York State authorities have continue their investigation into the prices of bread during the week. A number of large bakers have been examined and testified that with wheat on its present basis, it was impossible to make bread weighing 14 ounces to the loaf and sell it profitably to the retailer at 4 cents. Testimony has been given that in order to do that, flour would have to be purchaseable at $5.27 a barrel or less. Everybody denied that there was any conspiracy whatever among the large bakers to advance prices.

* * *

An interesting fact is the entry of the Tokio Marine Insurance, Ltd., of Japan, into this market. It is now actively soliciting business, particularly for automobile insurance.

* * *

The directors of the National Canners' Association at their New York convention decided to appoint a special committee for publicity work in connection with the Brokers' Association, the Machinery and Allied Trades Association and the Wholesale Grocers' Association, to work up details for an advertising campaign for canned goods, and it has been decided by the members of the original committee on the educational campaign to turn over to the above-mentioned committees the plan and scope of the campaign as outlined by the original committee, which have further tendered their best services to the committees referred to above.

SUMMARIZED MARKET CONDITIONS.

Tea in good export inquiry, especially for India-Ceylons; also for some low grade Formosas and Foochows. Prices unchanged for the week.—Coffee dull and sluggish, both options and actual. Receipts are heavy; considerable coffee is in sight and the tone is easy.—Sugar still firm. Raws slightly higher for the week. Refined unchanged at 5.75 cents for granulated.—Dried fruits about unchanged. Smyrna figs slightly easier. All other dried fruits unchanged and quiet.—Canned vegetables unchanged and in ordinary seasonable demand. String beans rather easy.—Wheat quite unsettled and several cents per bushel lower for the week. Embargo blockades and other foreign war conditions are responsible. Export demand, however, still continues large.—Flour very dull and selling for wants only. Feeling unsettled in sympathy with wheat. Prices fairly steady, while maintained on former high basis.—Provisions weaker on light demand and large increase in the supply of hogs.

IF YOU NEED A SHIPPING ROOM SCALE.

The scale that has been adopted by post offices all over the country is advertised in this issue by the Triner Scale and Mfg. Co. It's the best and most unique scale made. The Triner Co. is one of the largest scale manufacturers in the country—you ought to have their catalogue.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Manufacturers of Waste Paper Balers.

Warriorsmark, Pa., Feb. 20, 1915.
To the Editor.

Dear Sir:—Please send me names of dealers in waste paper balers, as I want to get one.

Yours truly,
F. K. MATTERN.

Davenport Mfg. Co., Davenport, Iowa; Buckeye Baler Co., Findlay, Ohio.

* * *

To Buy Smoked Salmon.

Charlotte, N. C., Feb. 19, 1915.

Dear Sir:—Inclosed find check for subscription to your journal.

Of whom can we buy smoked salmon?

BRIDGERS & Co.

Bernhard Ernst Bros., 2920 N. Sixth street, or Seiler & Bro., 4051 N. Fifth street, both Philadelphia.

* * *

For National Canned Salmon Day.

Philadelphia, Feb. 19, 1915.
To the Editor.

Dear Sir:—We inclose you copy of letter which we are sending out to the trade in Philadelphia and territory adjacent, which is self-explanatory.

It is needless to say that the packers on the Pacific coast and also their representatives will make a large display on Friday, March 12th, being proclaimed by the Governors of these States as National Canned Salmon Day.

It occurred to us that it might be possible for you to give us a write-up in the paper, the same as you so kindly did on Raisin Day of last year, which materially assisted us in bringing the importance of this event to the grocery trade, and also the consumer.

The Western railroads are co-operating with us in this connection, and will have displays of canned salmon and photographs relative to the catching, preparing and canning of this product in their windows.

We would thank you to advise us if you can see your way clear to co-operate with us, and assure you that any assistance you may render will be greatly appreciated.

Yours truly,
CORBY-COBB' Co.
Robert Stewart, President.

The notice issued to the trade, which is a copy of a general notice sent out all over the United States, is as follows:—

The Governors of the Pacific coast States and many other States have proclaimed Friday, March 12th, as National Canned Salmon Day.

In broadening the scope of this movement, we ask your co-operation. How best this can be done we leave to your own judgment.

In these war days, with the price of wheat soaring, there must come an advance in the price of bread. Would it not be well to call attention to the relative food value of canned salmon in comparison with several of the popular foods, as attested by the Department of Agriculture in their bulletin No. 142?:

Canned salmon	.218
Sirloin steak	.165
Sugar cured ham	.142
Maccaroni	.134
Fresh eggs	.131
Spring chicken	.126
Bread	.092

The above list is not a myth, but a table prepared by the U. S. Government, after their investigators had gone into the matter of foods very thoroughly. The Department in bulletin No. 142 makes no less strong statement than "eat more canned salmon and decrease the cost of living."

* * *

Two More Inquiries About the American Grocers' Society.

Scranton, Pa., Feb. 22, 1915.
To the Editor.

Dear Sir:—In last week's issue you advise grocers not to join the American Grocers' Society of Newark, N. J.

A circular letter from them was sent to me and a representative called on me. The plan looks good to me, because by investing $60, in four monthly installments, I can buy, say, Cream of Wheat at $4.10, instead of $4.50; Fels Naptha soap for $3.60 instead of $4, and so on.

All I have to add is the freight. That would be a great saving to me.

The representative told me they were doing business since last October. They have a rating in Dun's and Bradstreets. They are incorporated, so no member can be held for any more than he pays in.

Last week I told the representative I would be better prepared this week. Will you kindly advise me by return mail what you know about the concern and why you advise against them?

Should you wish to publish your answer to this later you may do so for the benefit of others, using me a subscriber to the "Grocery Worl General Merchant."

Thanking you for your prompt r I am, Yours truly,

No. 2.

Bloomsburg, Pa., Feb. 19, 191 To the Editor.

Dear Sir:—The American Gro Society, Inc., 31 Clinton street, I Building, Newark, N. J., are sendi representative throughout this co selling stock, not less than four not more than 100 shares to each ceryman, at $15 per share, guarant to save at least 10 per cent. on chase price of goods, also to pay g dividends.

We shall appreciate your opini garding this concern.

Yours truly,
FRITZ & FRI

The "Modern Merchant and Gr World" has received more request opinions regarding the American cers' Society than regarding any scheme that has ever been offered cers. We do not wonder—the ide spending $60—$15 a month for months—and then buying staples, Fels Naptha soap and Cream of W at jobber's prices for the rest of life is very alluring indeed.

There are several things to be sidered, however, and the "Mo Merchant and Grocery World" st again why it has from the begin advised subscribers not to invest m in this scheme. We investigate carefully at the beginning, and we fo nobody among the promoters of particular financial responsibility. means that if the society falls d on its contract there will be no with any money to go after for d ages. The first of the above co spondents appears to be mistaken he says the American Grocers' So is rated in Dun and Bradstreet; have been unable to find it at a Bradstreet's, which is the only boo which we looked.

If we were approached to buy s in this scheme we should look at thing in this way: "These people me certain goods at a cut price, vided I pay them $60, payable in months. How much would this sa amount to on my purchases for months? If the saving would am to more than $60, then it might to take a chance, but if the sa

A Show Cas of Distinctio

Our "Sanitary Salesma has distinctive features wh are exclusively it own. It the *only case* with doors e with the floor of the case that it can be *cleaned ri* All lights are puttied, mak it absolutely dust-proof.

It is shipped knocked down, making lowest freight rate.
We also manufacture counters, shelving and complete store fixtures.

Send a postal card for New Catalogue No. 28

Joseph Knittel Show Case Co.
"Complete Store Outfit Specialists"
325 3d and Broadway, QUINCY, ILL.
Wichita, Kansas, 329-330 Deacon Bld
New York, N. Y., 90 Broadway

ounts to less than $60—and it prob-
y would amount to considerably less
u that—I would be gambling on the
sibility that the society will be able
l willing to go on selling me at
se prices after the four months are
and they have my $60." Apparently
re is no financial responsibility be-
d them to constitute security that
will be so.

n other words, it would be easy for
American Grocers' Society, if it was
inclined, to sell you a few things
ler cost, for four months, in order
induce you to pay them some money.
e price they are quoting you is the
vest price that the largest jobber can
. They may be buying at that price
they may not be; our belief is that
y are not. We know they are not
ying Fels Naptha at that, because they
compelled to get it from a jobber,
l no jobber will resell at his own flat
t, without adding at least the ex-
ıse of selling. But even if they are
ying these goods at the above prices,
y are selling to you at exact cost,
hout counting the expense of han-
ng the goods, of sending solicitors
you, or of maintaining an office, etc.
here is this expense money coming
m? Doubtless they are taking it
of what they are collecting from re-
lers, but if that is so, it is unsound
l ridiculous, for it is spending cap-
l without any means of getting it
k. The end of that is disaster. No
-operative buying scheme—and that
what this is, if it is bona fide—ever
ted long if it did not add enough
the cost of goods to cover expenses.
Ask yourself how this concern can
ssibly go on selling you goods at
ual cost—we repeat our belief that
ir cost is greater—and at the same
ıe spend money for general and spe-
l expenses? There is only one way
y can do it, and that is by spending
ıat you pay them for stock. That is
right as long as they go on collect-
g, but it is building up nothing, and
e minute collections stop, the whole
ing collapses like a house of cards.
We express the belief that the aver-
e retailer who invests money in this
heme will get out of it very much less
an he puts in.

* * *

Keep Away.

Newburg, Pa., Feb. 17, 1915.

o the Editor.

Dear Sir:—What information can
ve me financially of P. K. Kisecker
o., 107 Vine street, Philadelphia, com-
ission merchants, as they wrote me
ıd want to buy eggs? Inclosed find
amp and please do not publish this in
per.

Yours truly,
A. F. Smith.

After investigation, this correspon-
nt has been advised not to consign
oods to the firm named or to sell it
cept for cash in advance.

OU NEED A NEW SHOW CASE!

**The very case you need is adver-
sed and pictured in this issue by
ıe Joseph Knittel Show Case Co.
you don't say that's the classiest
ıow case you ever saw, you're hard
please. Send for the Knittel Co.'s
ıtalogue.**

Wherever Clothes Are Washed!

Women wash clothes to get them *clean*, so they don't like to use *dirty starch.* Wherever clothes are washed, in city or suburb, in town or on the farm, women appreciate ARGO STARCH because it is CLEAN starch.

Not only will ARGO STARCH, in the neat 5-cent cartons, please your customers, but it is easiest and best for you to handle. The carton is convenient; it saves the work of scooping and weighing bulk starch; it saves the cost of bags and twine; *it saves TIME.*

ARGO STARCH MAKES A SPLENDID DISPLAY

A neat pile of ARGO STARCH in your window, or on your counter, is sure to catch the eyes of customers and increase your sales. Always have ARGO STARCH where it can be seen, and it will sell itself. Bulk starch only sells if customers *remember they want to buy it;* ARGO STARCH acts as a reminder, an advantage of package goods which the live merchant quickly appreciates.

Corn Products Refining Company
NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY HONOR INTEGRITY OUR

WHAT TO TELL CUSTOMERS

"ARGO STARCH is *pure, clean* starch which is sure to please. Can be used for either hot or cold starching."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

March.

Leslie's Weekly.

Butter Kist Popcorn, 10 inches.
Libby's Hawaiian Pineapple, one page.
Swift's Premium Ham, quarter page.

The American Magazine.

Fairy Soap, one page.
Nabisco, half page.
Ivory Soap, one page.

Designer.

Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Occident Flour, one page.
Jell-O, one page.
Wear Ever Aluminum, eighth page.
Pettijohn's Breakfast Food, six inches.
Burnham & Morrill Fish Flakes, quarter page.
Sun Maid Raisins, quarter page.
Grape Nuts, quarter page.
Royal Baking Powder, half page.
Quaker Oats, half page.
Parrot Polish, eighth page.
Van Camp's Pork and Beans, half page.
Steero Bouillon Cubes, eighth page.
Three-in-One Oil, four inches.
Corn Puffs, half page.
Lea & Perrins' Sauce, four inches.
Dromedary Dates, four inches.
Knox Gelatine, twelve inches.
Snider Pork and Beans, one page.
Old Dutch Cleanser, one page.

McClure's.

Ivory Soap, one page.
Campbell's Soups, one page.
Bon Ami, one page.
Grape Nuts, one page.
Lucky Strike Tobacco, one page.
Beech-Nut Tomato Catsup, half page.
Cream of Wheat, one page.
Shredded Wheat, one page.

McCall's Magazine.

Puffed Wheat and Rice, two-thirds page.
Campbell's Tomato Soup, third page.
Grape Nuts, third page.
Van Camp's Pork and Beans, third page.
Royal Baking Powder, two-thirds page.
Corn Puffs, two-thirds page.
Wear Ever Aluminum, third page.
Quaker Oats, two-thirds page.
Pettijohn's, five inches.
Crisco, half page.
Dromedary Dates, four inches.
Kitchen Bouquet, three inches.
Knox Gelatine, eight inches.
Eagle Brand Condensed Milk, half page.
Swan's Down Cake Flour, two inches.
Jell-O, half page.
Baker's Cocoanut, two inches.
Mapleine Flavoring, four inches.
Cresco Flour, one inch.
Kellogg's Toasted Corn Flakes, half page.
Sani-Flush, six inches.
Three-inOne Oil, four inches.

Woman's Home Companion.

Ivory Soap, one page.
Burnham & Morrill, quarter page.
Grape Nuts, quarter page.
Van Camp's Pork and Beans, quarter page.
Crisco, quarter page.
Campbell's Soups, half page.
Quaker Oats, third page.
Lea & Perrins' Sauce, four inches.
Royal Baking Poder, half page.
Puffed Wheat and Rice, half page.
Corn Puffs, half page.
Thre-in-One Oil, five inches.
Liquid Veneer, four inches.
Bon Ami, quarter page.
Airline Honey, quarter page.
Sunshine Biscuits, quarter page.
Steero Cubes, eighth page.
Kitchen Bouquet, three inches.
Welch Grape Juice, eighth page.
Minute Tapioca, two inches.
Jell-O, quarter page.
Scot Tissue Towels, quarter page.
Wear Ever Aluminum, eighth page.
Beech-Nut Tomato Catsup, eighth page.
Knox Gelatine, twelve inches.
Royal Granite Enameled Ware, quarter page.
Sani-Flush, six inches.
Fairy Soap, quarter page.
Sun Maid Raisins, quarter page.

The Outlook.

Royal Baking Powder, one page.
Grape Nuts, one page.
Bull Durham Tobacco, one page.
Ivory Soap, one page.
Crystal Domino Sugar, quarter page.
Quaker Oats, one page.
Pettijohn's, quarter page.
Three-in-One Oil, quarter page.
Tuxedo Tobacco, one page.
Anola Wafers, one page.
Jell-O, one page.

The Woman's Magazine.

Sun Maid Rainsins, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Parrot Polish, eighth page.
Wear Ever Aluminum.
Grape Nuts, quarter page.
Occident Flour, one page.
Steero Bonillon Cubes, eighth page.
Pettijohn's, six inches.
Burnham & Morrill Fish Flakes, quarter page.
Jell-O, one page.
Quaker Oats, half page.
Royal Baking Powder Co., half page.
Van Camp's Pork and Beans, half page.
Corn Puffs, half page.
Knox Gelatine, twelve inches.
Dromedary Dates, four inches.
Three-in-One Oil, four inches.
Lea & Perrins', four inches.
Snider's Pork and Beans, one page.
Old Dutch Cleanser, one page.

Collier's Weekly.

United Profit Sharing Coupons, two pages.
Van Camp's Pork and Beans, quarter page.
Red Wing Grape Juice, half page.
Butter Kist Pop Corn, ten inches.
Dromedary Dates, four inches.
Pettijohn's, five inches.
Three-in-One Oil, quarter page.
National Biscuit Co., quarter page.
Farwell & Rhines Gluten Flour, two inches.
Butter Kist Pop Corn, quarter page.
Campbell's Tomato Soup, half page.
Puffed Wheat and Rice, half page.
Quaker Oats, half page.
Cream of Wheat, one page.
Prince Albert Tobacco, one page.

Delineator.

Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Sun Maid Raisins, quarter page.
Pettijohn's, five inches.
Burnham & Morrill Fish Flakes, quarter page.
Occident Flour, one page.
Grape Nuts, one page.
Van Camp's Pork and Beans, half page.
Royal Baking Powder, half page.
Toasted Corn Flakes, half page.
Quaker Oats, half page.
Knox Gelatine, sixth page.
Dromedary Dates, four inches.
Steero Cubes, eight inches.
Lea & Perrins', four inches.
Jell-O, one page.
Snider's Pork and Beans, one page.
Old Dutch Cleanser, one page.

Ladies' World.

Cream of Wheat, one page.
Bon Ami, quarter page.
Grape Nuts, quarter page.
Quaker Oats, half page.
Mapleine, four inches.
Lowney's Cocoa, quarter page.
Knox Gelatine, sixth page.
Puffed Goods, half page.
Eagle Condensed Milk, quarter page.
Dromedary Dates, four inches.
Puffed Corn, half page.
United Profit Sharing Coupons, quarter page.
Lipton's Tea, eighth page.
Burnham & Morrill Fish Flakes, quarter page.
Sun Maid Raisins, quarter page.
Sun Kist Oranges, quarter page.
Van Camp's Pork and Beans, quarter page.
Dromedary Cocoanut, two inches.
Cream Dove for Shortening, two inches.
Atmore's Mince Meat, one inch.
Sauer's Extracts, two inches.
Teco Flour, one inch.
Chalmer's Gelatine, two inches.
Minute Tapioca, two inches.
Normanna Sardines, etc., two inches.
Postum, one page.

Saturday Evening Post.

Puffed Wheat and Rice, half page.
Butter Kist Pop Corn, nine inches.
Red Wing Grape Juice, one page.
Kellogg Toasted Corn Flakes, half page.
Dromedary Dates, four inches.
Van Camp's Pork and Beans, half page.
Beech-Nut Catsup, quarter page.
Occident Flour, one page.
Ivory Soap, one page.
Johnston's Chocolates, eighth page.
Campbell's Tomato Soup, half page, quarter page.
Sani-Flush, quarter page.
Velvet, Tobacco, one page, half page.
Fairy Soap, quarter page.
Palm Olive Soap, one page.
Red Wing Grape Juice, half page.
California Sun Maid Raisins, one page.
Lea & Perrins' Sauce, four inches.
Carnation Milk, one page.
Three-in-One Oil, quarter page.
Burnham & Morrill Fish Flakes ten inches.
Steero Cubes, six inches.
Barrington Hall Coffee, quarter page.
Sun Kist Oranges, one page.
Old Dutch Cleanser, one page.
Gold Medal Flour, one page.
Crisco, one page.
Quaker Oats, half page.
Wrigley's Spearmint, two pages.
Beech-Nut Catsup, quarter page.
Dromedary Dates, four inches.
Calarab Figs, eight inches.
Welch Grape Juice, one page.

The Youth's Companion

Jell-O, quarter page.
Pettijohn's, five inches.
Crystal Domino Sugar, four inches.
Gold Medal Flour, half page.

The Century Magazine.

Fairy Soap, one page.
Swift's Premium Bacon, one page.
Jell-O, one page.
White House Coffee, half page.
Occident Flour, one page.
Ivory Soap, one page.
Libby's California Fruits, one page.
Postum, one page.

Ladies' Home Journal.

Ivory Soap, one page.
Burnham & Morrill Fish Flakes, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Crisco, one page.
Quaker Oats, half page.
Sun Maid Raisins, half page.
Van Camp's Pork and Beans, quarter page.
Domino Sugar, half page.
Puffed Wheat and Rice, half page.
Campbell's Tomato Soup, half page.
Armour's Lard, Bacon and Hams, half page.
Welch Grape Juice, ten inches.
Toasted Corn, half page.
Pettijohn's, five inches.
Pompeiian Olive Oil, eighth page.
Dromedary Dates, eighth page.
Jell-O, quarter page.
Liquid Veneer, quarter page.
Swan's Down Cake Flour, three inches.
Burnett's Vanilla, eighth page.
Hormel's Hams and Bacon, three inches.
Kornlet, three inches.
Minute Tapioca, quarter page.
Colburn's Spices, two inches.
Steero Cubes, eighth page.
Lea & Perrin's Sauce, four inches.
Sunshine Biscuits, quarter page.
Knox Gelatine, twelve inches.
Kellogg's Toasted Corn Flakes, one page.
Old Dutch Cleanser, one page.

Everybody's Magazine.

Bon Ami, one page.
Grape Nuts, one page.
Campbell's Soups, one page.

Steero Cubes, half page.
Three-in-One Oil, one page.
Fairy Soap, one page.
Ivory Soap, one page.

Harper's Monthly.

Shredded Wheat, one page.
Grape Nuts, one page.
Jell-O, one page.
Huyler's, one page.
White House Coffee, one page.
Horlick's Malted Milk, two inches.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Postum, quarter page.
Baker's Cocoa, quarter page.

Good Housekeeping.

Burnham & Morrill Fish Flakes, half page.
Burnett's Lemon and Orange Extracts, half page.
California Sun Kist Oranges, one page.
Kitchen Bouquet, one page.
Sauer's Flavoring Extracts, one page.
Poraco and Porcela Cleanser, one page.
Minute Tapioca, one page.
Dromedary Cocoanut, one page.
Steero Cubes, one page.
Jell-O, one page.
Pioneer Minced Sea Clams, one page.
Underwood Deviled Ham, one page.
Three-in-One Oil, one page.
Scot Tissue Towels, one page.
Silver Lake Clothes Line, one page.
Airline Honey, one page.
Knox Gelatine, one page.
Florida Citrus Exchange, one page.
Barrington Hall Coffee, one page.
Beech-Nut, Tomato Catsup, one page.
Worcester Brand Salt, one page.
Parrot Polish, one page.
Bon Ami, one page.
Baker's Cocoa, one page.
Lowney's Cocoa, one page.
Sunshine Specialties, one page.
Cox's Gelatine, one page.
Armour's Simon Pure Leaf Lard, one page.
Old Dutch Cleanser, one page.
Wesson Cooking Oil, one page.
Crisco, one page.
Ivory Soap, one page.
Campbell's Soups, one page.
Lipton's Tea, one page.
Kellogg's Toasted Corn Flakes, one page.
Morton's Salt, one page.
Colburn's Mustard, one page.
Skinner's Macaroni, one page.
Orona Soap and Cleanser, one page.
Horlick's Malted Milk, two inches.
Franklin Mills Flour, two inches.
Gluten Flour, Farwell & Rhine's, one inch.
Baker's Cocoanut, two inches.
White House Coffee, quarter page.
Balard's Whole Wheat Graham Flour, quarter page.
Percama Rug Cleanser, quarter page.
Cresca Delicacies, quarter page.
Yacht Club French Sardines, quarter page.
Kornlet, quarter page.

YOU NEED A SHIPPING ROOM SCALE.

The scale that has been adopted by ost offices all over the country is dvertised in this issue by the Triner cale and Mfg. Co. It's the best and ost unique scale made. The Triner o. is one of the largest scale manfacturers in the country—you ought o have their catalogue.

What "STEEL-CUT" Means to You, Mr. Dealer

Steel cutting by the GOLDEN SUN special process, does not crush and powder coffee. It cuts the grains evenly, releases the indigestible portions of the bean, removes all chaff and fine dust which often makes coffee bitter or muddy, leaving each particle clean and rich in the essential oil which is the life of its flavor and aroma. Steel cutting is the *only* method of securing for the consumer the *Best* that is in coffee and

The Best for Your Customer Is the Best for You

There are Five Distinct GOLDEN SUN Blends—one for every taste—a line that will make your coffee department complete and doubly profitable, for you don't have to bother with grinding or waste time and money on labor, bags and twine.

We offer no premiums, we sell at fixed prices, we discourage price cutting to the consumer. GOLDEN SUN is

Made to Sell at a Good Round Profit

to the dealer, and we help him with attractive store advertising.

THE WOOLSON SPICE COMPANY - - TOLEDO, OHIO

Oldest and largest home of coffee experts in the world

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO CUSTOMERS

"Steel-cut GOLDEN SUN is not only more wholesome and delicious than ground coffee, but more economical because each particle is clean and rich in coffee goodness."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Hardware—Tools—Specialties

Quick Turnover In Hardware Means Success. What a Merchant Says.

What road men speak of an "up-and-coming" general merchant in one of the smaller towns, maintains a modern hardware department, in which he specializes on known brands of goods—tools, cutlery, axes, hammers, saws, lawn mowers, implements of various kinds, etc. The proprietor was formerly a traveling salesman for a wholesale house selling hardware to general storekeepers principally. He therefore brought to his retail business a lot of good experience and ideas gathered while on the road. This merchant's observations while on the road taught him that retailers who were making things go were those who were pushing the well-known brands, working for quick sales at a fair profit.

This policy was followed when the salesman went into business for himself in a community with a mixed population, such as one meets in the small towns of the country, with contributing buyers from the surrounding farming country, and it has proven successful. He proved beyond a doubt that the merchant selling hardware can hold a good share of his trade at home and make money for himself by following that policy. In talking about this recently the dealer said: "The day has gone by when a retail store can be pushed to success on the old policy of long profits, ordinary sales and unknown brands that it takes time to move. A good many merchants have met disappointment in recent years trying to follow that old policy. You cannot do it that way.

"In these days the thing that tells the story of profit and loss with a retail store is the quick turnover. Turn the stock—especially in hardware—as many times in a year as you can. Keep the investment in merchandise as low as possible. One thing every merchant who keeps his eyes open finds out is this: You can turn your stock more times if you are pushing well-known brands of goods than if you are carrying the slow-selling, unadvertised merchandise. Any merchant can put this down for a fact that the 'orphan' brand is the slow mover every time. It is sticking to the shelves while the other brand is moving. It swells the investment in stock and makes the inventory look sick.

"When I buy a brand of any kind of hardware," continued the merchant, "I consider first its salability. Is it good quality merchandise? Is it adapted to my trade? Is it advertised in papers that reach the people to whom I want to sell? What about profit? I do not push anything that does not pay me a good profit. I find plenty of advertised goods that pay a satisfactory profit, but I am looking for actual profit that you can jingle in your jeans. You have to have ready sellers to get the profit in cash. Those unknown—by that I mean to the public as well as the trade—brands do not get you anywhere no matter how big a percentage of profit they pay. What good is percentage if the goods do not sell? When people come into my store they see brands they know—standard because they have been made known through national mediums and the trade papers. There is no question about their quality, and most of the trade know it. As I remarked before, you can turn a stock over oftener on such goods than you can on merchandise that have to be introduced and plugged for by yourself.

"Besides I use my windows to good advantage. These displays are for the greater part made up of the various advertised brands of every line of hardware handled. Effective use is also made of the window trims furnished by manufacturers and wholesalers. A striking display in the window—say of some special tool or two or three different articles in full assortment—is one of the most efficient methods of increasing sales. The idea is to put the goods where the customer can easily get at them, mark them in plain figures, use good price tickets and do everything possible that will help customers wait on themselves. A hardware stock handled along these lines is bound to move and pay."

—

Sound Reasons Why Ready-Mixed Paints are Profitable to Handle.

So much may be said why a general merchant with a hardware stock should also handle paints and the allied lines that the limits of this department of the "Modern Merchant and Grocery World" alone forbid their enumeration. Ready made paints, at least, are not alone profitable in themselves, but are leaders for the hardware items as well. It is true not every merchant is naturally equipped to stock paints and create and carry on successful selling campaigns, but the manufacturers stand ready to assist in many ways and their experience and help is of value. For example one prominent paint manufacturer instructs his road salesmen how to give a merchant information on the various objections or obstacles which may be raised against handling paints.

If a merchant handling hardware says there is no money in ready mixed paints he is given the experience of other dealers who have made money out of such merchandise, and an indisputable line of exact figures are submitted to prove the point. Then should a retailer state he had no room for a paint stock, the salesman is able to show him other merchants found room; or, if necessary, the salesman can even produce shelving sketches provided for the purpose. Again if a merchant remarks he is lacking in capital, but at the same time is selling lead and oil, the salesman quotes figures about turnover, gross and net profits, expense percentages and similar items which clears up this seemingly fatal objection.

Supposing a merchant objects to putting in the line on the ground that he and his customers must pay for the advertising done by the manufacturer. This is an argument often advanced in different lines; and comparatively few salesmen are able to demonstrate, in anything like a mathematical way, that the expense percentages of each department of the business are decreased by advertising, not increased. This is an absolute fact. The manufacturer in question considers the backbone of its business, outside of a good product and organization, to be advertising and promoting. It ranks advertising as the best form of publicity in keeping its name before the public, and they aim, primarily, to convince the merchant that he should be possessed with the same idea should he aim to attain success in the selling of paints.

The most successful dealers have been those who have advertised locally, and who, in general, worked to the plan supplied by the manufacturer. The strange thing about the various plans formulated to get a merchant interested in adding paints as a regular stock is that it takes a whack with a club to get the ordinary general storekeeper to make or follow a plan or to advertise, also that the cost of advertising is not added to the cost of the goods. In conclusion the advice of a valuable correspondent may be repeated, in this connection namely: One point is that country merchants do not give proper attention to the stock upon their shelves. As to mixed paints experience and tests have proven that if of high quality they are more durable than any other kind. Finally, the merchant makes a mistake in handling several brands.

Dry Goods Notions Knit Wear

Novelties at the Notion Counter.

Gilt vanity boxes are an improvement over the leather and moire kind, and it was noticed that even merchants from the smaller towns when buying stock for the various departments of their stores in New York recently ordered them so as to be up-to-date. The fittings are gilt and they promise to be rapid sellers.

A new hairpin has made its appearance on the market—the first if not the only improvement in this staple article for many years. When pushed into the hair they will not fall out, like the old-fashioned kind. The hair will not fall down or the pins stick half way out. The shape of the top, which is almost a circle, and then tapers to a narrow neck, so that when the pin is well pushed in so that the hair passes the neck and fills up the head, it is secur fastened and must be drawn out to released. They are packed in boxes three different sizes and retail fo and 10 cents. These pins have o been on the market a few months jobbers and merchants are putting h in stock on sight, their utility being parent at once. The manufacturers said to have an article in value popularity to the hump hook and if it is properly marketed.

—

Merchants Beginning to Appreci Conditions.

The weekly review of trade by J V. Farwell Co., Chicago, says: "P on desirable wool dress goods for are established on an advanced sound, reasonable basis, considering present wool and dye situation. I cations point to higher prices in k ing with the advancing wool mar Orders being booked for fall 1915 sh that merchants are beginning to ap ciate conditions, and are protec themselves on staple dress and suit fa rics. From style and selling standpoi the leading dress fabrics are well fined, and as manufacturers h booked large orders they are proce ing with confidence that the dem for repeats will come as the season vances.

"The at-once delivery demand for verts is creating a strong feeling mixtures of a similar order, with p pects that mixtures and mannish eff will be strong factors in the fall lin There is a good, sharp demand for hi grade black chiffon broadcloths for delivery. German plaids are scarce a spot merchandise is being picked rapidly. The new style suspender ments are being shown extensively black and white shepherd checks. D mand for other black and white effe in dress goods was made more th normal by showing at recent style e hibit. There is considerable activity lace curtains, scrim and marquis curtains with lace edge and inserti and high grade novelty and lace cu tains. Curtain nets by the yard are al selling well."

Marshall Field & Co., in their adv anent the dry goods trade, say: "Bu ers have been in the house in grea numbers, but a very conservative fe ing prevails and commitments are n as heavy as in former years. Merchan seem to be adopting the policy of ma ing smaller but more frequent pu chases this year, which means great dependence in the jobber. While suc a policy curtails retail speculation it means a smaller volume of business this season, it will produce a healt retail condition throughout the cou try."

—

Linens High and Growing Scarce

Many retailers are in the primar market to replenish their linen stock The high prices quoted on the most de sirable kinds of merchandise cause purchasers to do a great deal of shop ping, but the search for goods that wer scarce was not very fruitful from a low price point of view. It was found tha values on certain descriptions of linen

quite uniform. To be sure values closely scrutinized. The desire erchants to procure goods at the st figures possible was so manifest it was clear that extraordinary ef- were made to keep close to fixed s on many fabrics if it was at all ble to do so. It was noticeable buyers were not quite so particular ual as to patterns when prices that ed attractive were named on slow g numbers. While certain kinds inens were hard to procure for delivery other sorts were fairly iful. At the rate stock goods have bought recently the supply will last very long.

te Goods Being Bought Freely.

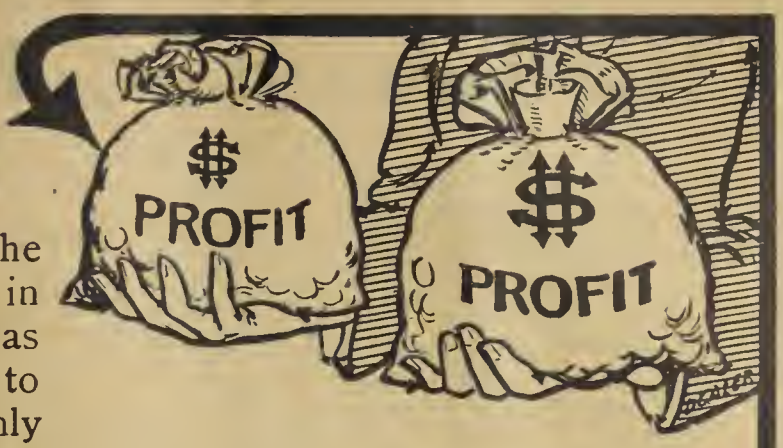
unusual activity in white goods, plain and fancy, is an interesting lopment. The February sales to hants exceed that of a year ago. orders being booked, as in other , are numerous but small. Every- used in the white goods depart- is being called for, namely, voiles, erized batistes, lawns and linens, sooks, long cloths, marquisettes, dimities of all kinds are being ht. The best sellers for the pres- are the gabardines and some spe- es in piques. There is a fuller de- d for white embroidered goods. A ber of retailers in ordering have fied so many different varieties it shows that shelves are bare in y quarters and the need for spot lies is acknowledged to be great. ncy voiles, rice cloths and similar handise are being freely bought. piece dyes that are most frequent- alled for are the puttys, grays and ian blues. Battleship gray appears e very popular for skirtings and is g purchased for early and late de- y. The demand for blacks is also d. The new printed goods that are ting the most attention are the ks and whites on fancy woven s. Some of the ground cloths are orded stripes. With large black gns printed on them and the cords figures brought out in mercerized e yarns, the contrasts are very ing and pretty. One of the feat- of the recent buying is that re- rs are stocking relatively larger unts than usual of printed fabrics ell at 15 cents a yard. There is h less call than last year for goods his kind to retail for over 50 cents rd.

Boots
Shoes
Findings

Cotton Soles Latest Shoe Development.

he latest innovation in the shoe nufacturing line are boot and shoe s made of cotton. The shortage in her has lead to the introduction of

A POINTER



WRIGLEY'S spear—the sign of the perfect gum in the perfect package—has pointed a way of happiness to millions of people; not only those who have bought and enjoyed the best chewing gum made—but those who have sold it—the Retail Merchants.

The wonderful WRIGLEY distribution—so complete that any person in any corner of the United States has but to step into the nearest store to find WRIGLEY'S SPEARMINT or WRIGLEY'S DOUBLEMINT DOUBLE STRENGTH—is convincing proof of the necessity and value of dealer co-operation—without which, one of the heaviest advertising expenditures in the world would fail to secure maximum results.

Through the **Pennsylvania Plan** we hope to show the merchants of Pennsylvania not only that we believe in them, but that real co-operation between

manufacturer and merchant means better stores, increased sales and greater profits.

Don't forget that the more prominently you display it, the more benefits and profits *you* will get from this most widely advertised product in the world.

Each package has a United Profit-Sharing Coupon for the consumer and each box has a 5-Coupon Certificate for you, Mr. Dealer

W. Wrigley Jr. Co.
CHICAGO

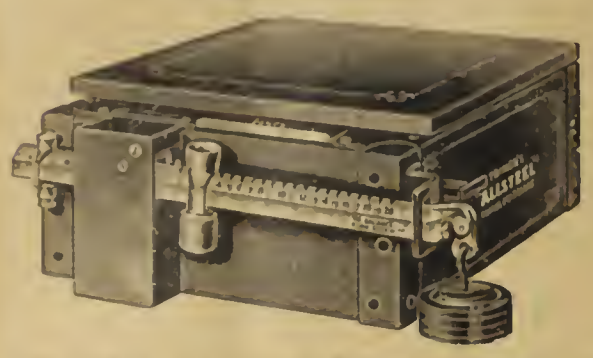
MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO YOUR CUSTOMERS

"WRIGLEY'S gives you *double* value—every package has five big sticks of delicious gum AND a United Profit-Sharing Coupon good for valuable presents."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Reward of Merit



The U. S. Government

has selected the TRINER "ALLSTEEL" 100-pound Beam Platform Parcel Post or Shipping Room Scales for the equipment of the parcel post service.

43,300

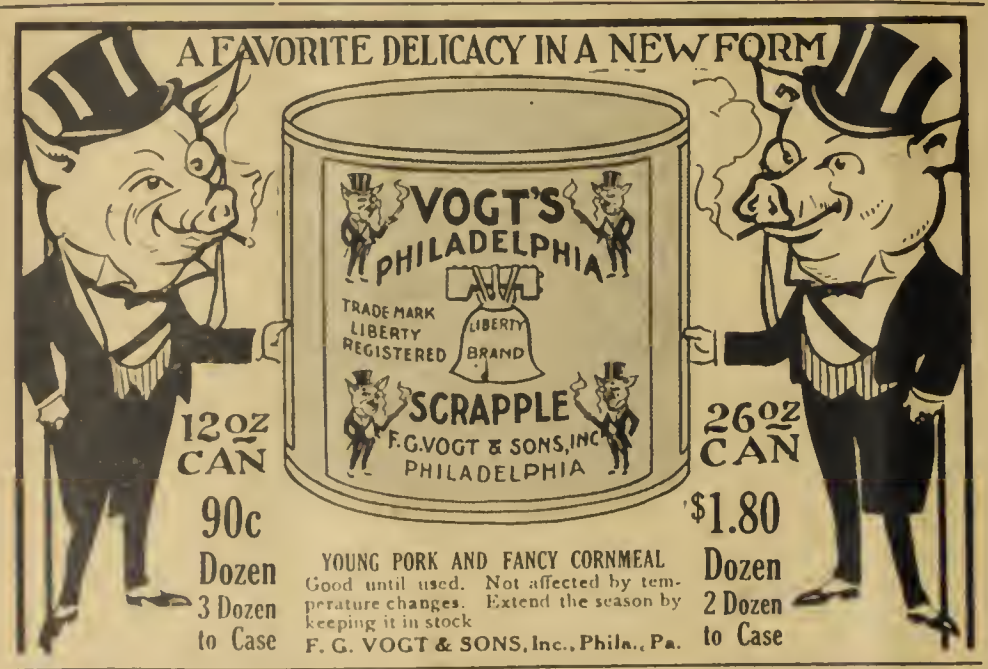
TRINER "ALLSTEEL" SCALES

have been installed in the different post offices throughout the country. It means the unprejudiced and competent judges made a selection that should be a guide to anyone who uses parcel post or shipping room scales and who wants the best. The "ALLSTEEL" is constructed with the beam below the platform, which permits of the weighing of any shape or size of package—whether a letter or an automobile wheel. The rate computing chart is so arranged that it can be changed by anyone.

Write Us for Descriptive Matter

TRINER SCALE & MFG. CO.

2714 West 21st Street :: Chicago, Illinois



YOUNG PORK AND FANCY CORNMEAL
Good until used. Not affected by temperature changes. Extend the season by keeping it in stock
F. G. VOGT & SONS, Inc., Phila., Pa.

AT WHOLESALE GROCERS EVERYWHERE

"Pfeiffer & Diller's" KOSYR

The Best Coffee Addition in the World

Several large shipments have arrived recently from Europe which will enable us to keep the trade well supplied.

1 dozen 4-ounce tins to the carton
50 dozen 4-ounce tins to the box

CHAS. STRICKLER & SONS, Philadelphia, Pa. Sole Agents for U. S. A. and Canada

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.
SUBSCRIPTION PRICE, $1.00 A YEAR
STAMP FOR SAMPLE
THE ADVERTISING WORLD, Columbus, Ohio

this new substitute, whose wearing qualities are claimed to be equal if not superior to leather. According to a manufacturer the new cotton sole has been received with favor by both the shoe trade—manufacturing and retailing. The cotton sole is much cheaper than leather and can be utilized in various ways. It is waterproof because in its construction a cement is employed which makes the cotton strands, tightly woven together, hard, yet pliable.

The new sole, it is said, does not cake or shrivel. It can be fastened to the shoe by cement so that not a stitch is required to place it in position, and once placed it cannot be pulled off except with the aid of pincers, and then only with much effort. It retains its flexibility and textile strength indefinitely ,and the gum used in its construction melts only at a temperature of 120 degrees Fahrenheit. Persons wearing shoes with the new cotton soles, therefore, are advised not to place them in an oven or hold them against a steam radiator.

—

Text Book for Shoe Clerks Proposed.

At the recent meeting of the Boston Boot and Shoe Club the retailing of shoes was taken up and discussed. The suggestion of N. W. Wilson, president of the Massachusetts Retail Shoe Dealers' Association, that a text book on retail shoe salesmanship should be provided was considered a practical idea of value. It was conceded there was a surprising lack of technical knowledge among shoe salesmen, whether in the store of a dealer or of a general merchant carrying stock of that kind. That is to say, in properly fitting a customer the lack of knowing how has probably resulted in more misery for the wearer of shoes, says an expert authority, and more unmerited condemnation of various brands of shoes than any other one cause.

A perfectly desirable shoe and one which would fit certain feet perfectly may be entirely unadapted for others. It is, therefore, important that the retail shoe salesman should possess technical knowledge and judgment to select shoes adapted to the feet of his customers. This is a vital problem not only for the shoe merchant himself, but for the shoe manufacturer.

—

Changes in Women's Footwear. Models Shown in the Spring Samples.

Radical changes have taken place in the models of women's footwear within the past year. Models run to novelty styles, and while the merchant is cautioned not to plunge on these lines, at the same time dealers who pretend to carrying any kind of an appealing stock are buying this class of merchandise and are renewing their orders for small lots as goods move out. Manufacturers are better equipped than ever before for taking care of such business, and rather encourage the dominance of novelty lines, as they mean a quick turnover for all concerned. Several manufacturers have put out samples of shoes laced on the side and they have proven a success. Another laces up the back through big, black rimmed eye Inside lacings come next and the r lar button and laced boots are foun these smart styles.

While the light topped, dark v boot remains a popular model, really new note is the light colored boot that has only a tiny, pointed t top and high heel, with black butto lacings. Champagne, gray, white deep tan are the principal colo these boots, and while they made appearance in the exclusive stor city dealers at first, they are now b shown on the road to general chants, who, reports say, are orde them in small lots in a tentative There is every evidence that boots continue to be worn during the mer, as they look so well with the dresses.

Low shoes, as shown in the spring and summer models, seem make little headway against the shoes or boots. New patterns in trasting color combinations are al to be seen on the same idea a boots. Samples displayed in the eral trade, rating as novelties, of co show the toe and the heel are ofte a dark varnished or contrasting lea while the top is white or old col kid or material. There is a lot of forated cuttings in the leather over instep, crossed straps that interla lattice forms. Stockings, of co should match the upper part o shoe. Beyond contrasting cloc the stockings seems to be simple without decoration because of the e oration of the shoe. The advisabilit having a selection of suitable hosier connection with the shoe departm was never more urgent than at present.

—

Rubber Footwear Prices May Change.

On or about March 1st (to day) m ufacturers and jobbers of rubber wear will announce their prices fo season. A selling plan is to be posed which protects the mercha to price. It is understood that se firms recently notified the trade would accept orders on a basis would guarantee dealers against advance in prices on orders booke fore the first of March. Under plan the retailer is protected against decline, and should prices be red before, or at the time of delivery, buyer will be given the benefit o lower figure.

Previous to this date all orders accepted on the existing list, su to the regular discounts, with the g antee against an advance. This m that the rubber footwear will cos merchant, provided his order is pl before March 1st, the present pr The advices received emphasizes fact that current offerings hold g only until March 1st. It is in no way indication of what prices may be to-day.

Sermons and Sermonettes.

Pennsylvania and Philadelphia been treated to a series of sermons

$15,000.00 in Cash Prizes

For Window Displays

of Products of Members of Rice Leaders of the World Association as Listed Below

Album of 100 Best Window Displays

Sent Free to Every Contestant

This Album will contain the first one hundred prize-winning window displays, reproducing valuable trade-winning ideas brought together from all parts of the country.

This Album will be a valuable guide for future window displays. Such a book is made possible only by this universal campaign, embodying displays of the varied lines of business represented in the Association. The cost of reproducing this Album will represent a small fortune.

Each prize-winner's name and store address of the first one hundred windows will be given under the reproduction of his respective prize window in the Album. A complets list of the names and addresses of all other prize-winners will be given.

Be sure to have your name in this unique Album.

20 x 40 inches in size

This Banner Must Be Displayed with Members' Products in Contesting Windows

463 Prizes

First Prize		$2,000.00
Second Prize		1,000.00
Third Prize		500.00
Fourth Prize		250.00
Fifth Prize		250.00
Sixth Prize		250.00
Seventh Prize		250.00
Eighth Prize		250.00
Ninth Prize		250.00
Tenth Prize		250.00
Eleventh Prize		250.00
Twelfth Prize		250.00
Thirteenth Prize		250.00
Next 20 Prizes	each	100.00
Next 30 Prizes	each	50.00
Next 100 Prizes	each	25.00
Next 300 Prizes	each	10.00

463 Prizes, Total, $15,000.00

Contest Closes May 15, 1915

By Invitation, the Following Are Members

Rifles—Shotguns and Ammunition
Winchester Repeating Arms Company
New Haven, Conn.

Crane's Paper and Fine Stationery
Eaton, Crane & Pike Company
Pittsfield, Mass.

Waterman's "Ideal" Fountain Pens and Ink
L. E. Waterman Company, New York

Hams, Bacon, Lard, Veribest Specialties, Grape Juice
Armour & Company

Bouillon Cubes, Laundry & Fine Toilet Soaps

Pillsbury's Best Flour
Pillsbury Flour Mills Company
Minneapolis, Minn.

"Niagara Maid" Slik Gloves and Ladies' Silk Underwear
Niagara Silk Mills, NorthTonawanda, N.Y.

Fine Furniture
Berkey & Gay Furniture Company
Grand Rapids, Mich.

Rugs and Carpets
The M. J. Whittall Carpet Mills
Worcester, Mass.

Linoleums and Oil Cloths
Cook's Linoleum Company
Trenton, N. J.

Fine Brass Beds, Steel Beds and Springs
The Simmons Manufacturing Company
Kenosha, Wis.

Typewriters
Remington Typewriter Company
New York

Cbalmers "Porosknit" Underwear
Chalmers Knitting Co., Amsterdam, N. Y.

Small Motor and Fan Specialties
The Robbins & Myers Company
Springfield, Ohio

Towle's Log Cabin Syrup
The Towle Maple Products Company
St. Paul, Minn.

Bohn Syphon Refrigerators
White Enamel Refrigerator Company
St. Paul, Minn.

"Indestructo" Trunks and Luggage
National Veneer Products Company
Mishawaka, Ind.

"Oildag," "Gredag," Acheson-Graphite and Electrodes
International Acheson-Graphite Co.
Niagara Falls, N. Y.

Electric Pleasure and Commercial Autos "Detroit Electric"
Anderson Electric Car Company
Detroit, Mich.

Varnishes, Japans, Enamels, Fillers, Stains, Sbellacs
Berry Brothers. Inc., Detroit, Mich.

Onyx Enamel Ware
Columbia Enameling & Stamping Co.
Terre Haute, Ind.

"Yale" Locks, Builders' Hardware and Chain Hoists
The Yale & Towne Mfg. Co., New York

Revolvers and Automatic Pistols
Smith & Wesson, Springfield, Mass.

Lawn Mowers
Coldwell Lawn Mower Company
Newburgh, N. Y.

Umbrellas
Hull Brothers Umbrella Company
Toledo, Ohio

Clockmakers Since 1817
The New Haven Clock Company
New Haven, Conn.

Electric Heating Apparatus
Simplex Electric Heating Company
Cambridge, Mass.

Women's Fine Shoes, "Queen Quality"
Thomas G. Plant Company, Boston, Mass.

"1-P" Loose Leaf Books and Forms
Irving-Pitt Manufacturing Csmpany
Kansas City, Mo.

California Canned Fruits and Hawaiian Pineapple
Hunt Brothers Company
San Francisco, Cal.

Automobiles
The Willys-Overland Company
Toledo, Ohio

Sharpening Stones and Abrasive Materials
The Carborundum Company
Niagara Falls, N. Y.

"Y and E" Filing Devices and Office Systems
Yawman & Erbe Mfg. Company
Rochester, N. Y.

Watches
Elgin National Watch Company
Chicago, Ill.

Holeproof Hosiery
Holeproof Hosiery Company
Milwaukee, Wis.

Alabastine-Sanitary Wall Coating
Alabastine Co., Grand Rapids, Mich.

Fruit Jars, Packers' and Druggists' Glassware
Hazel-Atlas Glass Company
Wheeling, W. Va.

Spectacles, Eyeglasses, Lenses, "Fits-U" and Other Optical Goods
American Optical Company
Southbridge, Mass.

Lead Pencils, Pen Holders, Rubber Bands and Erasers
Eberhard Faber, New York

Fine Mechanical Tools
The L. S. Starrett Company
Athol, Mass.

Magnetos and Spark Plugs
Splitdorf Electrical Company
Newark, N. J.

How Other Dealers Have Increased Their Sales Through Influence of the Association Emblem Banner

EMBLEM HAS GREAT STRENGTH

GRAND RAPIDS, MICH..

"The sales in PILLSBURY FLOUR increased twenty-five (25) per cent. during the week of the Display, due to the Banner carrying the emblem of HONOR, QUALITY, STRENGTH and SERVICE. This Banner certainly has great strength. I shall make more displays with your Banner."

WINDOW DISPLAY DOUBLES SALES TERRE HAUTE, IND.

"We would be safe in saying our sales of HUNT'S goods doubled. The Window Display attracted considerable attention, and will no doubt influence considerable business in that line for some time to come."

BANNER INCREASES AND MAKES SALES NEW YORK CITY.

"During the exhibition of ARMOUR'S GRAPE JUICE in our window we sold out twenty-five dozen, and were pleased to purchase sixty-six dozen more which we expect to sell before the end of the season. The Display Banner aroused much interest, and had a tendency to increase and make sales. The Association stands for the best possible guarantee obtainable embodied by HONOR, QUALITY, STRENGTH and SERVICE."

ELATED WITH SALES RESULTS AND PRESTIGE OF BANNER

TOLEDO, OHIO.

"I am highly elated with the results of my recent Window Display of TOWLE'S LOG CABIN SYRUP. My increase in sales during display was fully seventy-five (75) per cent. The Window Display Banner was quite a prestige. I was very much surprised to find that people were acquainted with your Association work, and it had its influence in making sales. Hoping for increased business for both of us during 1915."

Rice Leaders of the World Association

ELWOOD E. RICE
Founder and President

358 Fifth Avenue
New York
U. S. A.

This Coupon Brings the Banner

TEAR OFF—FILL OUT—MAIL TO-DAY

Window display Dept.
Rice Leaders of the World Association
358 5th Ave., New York

Please send me at once, Association Window Display Banner and full details regarding your $15,000.00 Cash Prize Competition. Displays will be made of

.....
(List Members' Products Here)

.....
(List Members' Products Here)

Name.....

Street.....

City.....

State.....

P

ing the past nine weeks that are likely to make a lasting impression. Beginning with this issue the readers of the "Modern Merchant and Grocery World" will be treated to a series of "Sermonettes" on coffee by the Wm. B. Harris Co., in their advertisements. These "Sermonettes" are well worth your attention.—Advt.

Rice Leaders of the World Association.

This association of which the founder and president is Mr. Elwood E. Rice, is an organized, co-operative movement among the different lines of industry to demonstrate to dealers and the consuming public the quality and desirability of the distinctive products of members of the association.

The membership comprises the following well-known concerns: Winchester Repeating Arms Co., Remington Typewriter Co., the Yale and Towne Mfg. Co., Eaton, Crane & Pike Co., the Carborundum Co., Chalmers Knitting Co., Yawman & Erbe Mfg. Co., Smith & Wesson, Coldwell Lawn Mower Co., L. E. Waterman Co., Armour & Co., Pillsbury Flour Mills Co., the Robbins & Myers Co., Elgin National Watch Co., Hull Bros. Umbrella Co., Holeproof Hosiery Co., the Towle Maple Products Co., the New Haven Clock Co., White Enamel Refrigerator Co., Alabastine Co., Hazel-Atlas Glass Co., Berkey & Gay Furniture Co., the M. J. Whittall Carpet Mills, Cook's Linoleum Co., National Veneer Products Co., Simplex Electric Heating Co., International Acheson Graphite Co., Niagara Silk Mills, Thomas G. Plant Co., Anderson Electric Car Co., Irving-Pitt Mfg. Co., American Optical Co., Eberhard Faber, the L. S. Starrett Co., Berry Bros., Inc.; Hunt Bros. Co., Simmons Mfg. Co., Columbian Enameling and Stamping Co., the Willys-Overland Co., Splitdorf Electrical Co.

These great business firms are identified as members of the association, through the emblem, which is largely used by them in their publicity. It visualizes the business principles of members of the association, which also are the qualifications for membership—Honor, Quality, Strength and Service.

Among the several interesting and practical association services is one having special interest for grocery merchants and general stores. It is a window display competition in which $15,000 in cash prizes are offered to dealers making window displays of the products of members of the association. There are 463 cash prizes in this contest, the first being $2,000, the second $1,000 and the third $500, etc. The prize-winning window displays will be judged from photographs sent in to the association, and the judges will be recognized, competent and impartial authorities on window display, who will make their selections solely upon the merit of the competitors' displays. The names of these judges will be published in due course.

A feature of interest is introduced into this competition whereby all contesting dealers, whether or no prize winners, will receive, after the close of the contest, an album containing reproductions of 100 of the prize-winning window displays. This album, used as a text book, will be an invaluable guide, counselor and friend to grocery merchants and general stores all over the country. By referring to this album they will be able to gain ideas and inspirations for making future window displays. It will show them how other dealers have secured utmost efficiency from their windows and they, by adapting the ideas embodied in that album to their individual requirements, will be able to get the benefit rightly due to them from properly arranged window displays in their stores.—Advt.

Written for the "Modern Merchant and Grocery World"

These Men Changed From Credit to Cash and Say It Can Be Done.

Contribute Their Experience Apropos of "Stroller" Article on That Subject. Made Out Well From the Start.

I write this as a little encouragement to the "Stroller" on his item of doing a cash business in this week's issue of the "Modern Merchant and Grocery World."

According to his theory I am entitled to a Carnegie medal for plumb luck and await its arrival through his influence.

The man who can work fifteen hours per day and divide his profits as well as principal (in time) with his bad pay customers and continue in the credit business in my mind requires nerve and backbone as well.

For four years we did a thriving credit business in a country district with above results. July 13, 1914, we established the cash system and with no improvement in business in coming six months we will total a business for the year of over $15,000.

As to educating your people to pay cash when in the habit of getting credit, that lies entirely with the merchant himself. The most enthusiastic advocates of the cash system are poor men who never knew what it was to pay cash or to have a dollar of their own.

The man who feels he lacks the nerve to convert a credit system to a cash basis in my opinion has been a student in the wrong school and is not a practical merchant and should serve his apprenticeship before embarking in grocery or general merchandise business.

It is next to upper vertebrae of the backbone of business, upon which revolves its head, which means man next to you must also be an important factor in the case and have the success of the business at heart.

Two men have conducted the business, waited on the trade, delivered what goods were to deliver and hauled freight half mile from station. Have store open a thirteen hours per day.

A SUBSCRIBE

Hunters Run, Pa.,
February 23, 1915.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

[Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Overcoming Cracker Trouble.—We will suppose that you are handling the N. B. Co.'s loose goods exclusively, in cans. This means at least 36 varieties.

Outside the Economy stores 36 varieties is about the assortment that is demanded in the modern first-class grocery. And to keep within that 36 even needs close watching.

Unless you have a good system for handling this stock you will often be out of some kinds and over-stocked on others. Whether you use their own racks, your own shelves or counter space, a section for each variety should be marked off and that kind kept there, with an exact duplicate in your stock room.

* * *

So that when you go to make up your order Monday morning you gain time and efficiency—time in knowing that Afternoon Teas can be only in two places, and efficiency in knowing positively that you have in stock one, two or one-half a can of these goods, as the case may be.

To simplify this arrangement have a typewritten list made and opposite each kind of goods write the stock on hand or stock needed. A list something like the one the Joseph Campbell Co., of Camden, issues, a pad of which we have no doubt they would gladly mail you upon application.

* * *

The above arrangement does away with helter skelter work, besides permitting you to keep in thorough touch with your stock, and particularly it eliminates the unnecessary and laborious writing of varieties.

The same method applies to package goods.

The important thing is always to keep your goods where they belong, never allowing Saltines, for instance, to be placed where Mary Ann's should be, and vice-versa.

The result of this came about because the writer had the distressing experience of having to make up the cracker order last week, and the lesson to be learned from it is this: When you find that the handling of a thing is cumbersome, when you find that it gets on your nerves and that the way you have to go about it looks like a sheer waste of time and labor—

Think Out a Better Way.—Really, gentlemen, too much emphasis cannot be put upon this *thought* in business. No other ability compares with it.

ASSOCIATION NEWS.

Detroit, Mich.

As a result of the efforts of Detroit (Mich.) Retail Groc Association a bill prohibiting sale of groceries and meats on S day has been prepared and was troduced into the Senate last w

Wholesale Fruit Men Denounce press Company's Scheme of Sell Fruit and Produce to Consume

The Western Fruit Jobbers' A ciation has issued a statement att ing the express companies' scheme selling farm produce direct to con ers. This plan has frequently been ferred to in this paper. The ass tion's attack is as follows:—

The practice of soliciting a selling perishable commodities by express agents (especially agen and officials of the Wells-Fargo E press Co.) has been very detrime tal and demoralizing to small ma kets. The practice has become well established by some agents th they use their titles in solicitin shipments and carloads of the commodities and distributing sam over the surrounding territory.

One of our members made complaint against an express age located at a small station in Ka sas, who was making a practice distributing carloads, and upon i vestigation we found that he wa handling carloads of potatoes, veg tables and fruit. By being quainted with the dealers personal in the small towns, he could find o the price they were paying whol sale dealers for these necessitie and as he did not have any rent t pay and could use the station as storeroom, he would cut the pric a few cents per package and secur the business.

Such practices, we believe, are violation of the Interstate Com merce act, for this reason: The In terstate Commerce law specifica prohibits an agent or employe from furnishing to any other per son the name of a shipper of an commodity, and if the agent is en gaged in buying and selling suc commodities, he is in position t know, as agent for the carrier, th name or names of all shippers an consignees in the city where he i employed, and where the shipmen originated, and who the consigno is, thereby giving him informatio that he uses in underselling patron who ship goods over the line fo which he is acting as agent.

Is this just and reasonable, an are we wholesale dealers and ship pers going to permit this practic to continue? Why should we pat ronize a transportation company that permits their agents to engage in this practice and rob us of our customers?

YOU NEED A NEW SHOW CAS

The very case you need is adve tised and pictured in this issue the Joseph Knittel Show Case C If you don't say that's the classie show case you ever saw, you're ha to please. Send for the Knittel Co catalogue.

SAVE TIME RISK MONEY

Invest $25 to $75 in a Schick All-Steel aling Press—the capital will be returned o you inside of a year, with liberal interest esides. The paper, straw, rags, shavings, xcelsior, etc., you now burn up, or pay omeone to haul away, can be baled and *ld at a good* price—if you use the

ALL STEEL **Schick** FIREPROOF

BALING PRESS

Absolutely fire-proof—takes up little oom—provides safe storage for waste and liminates fire risk—lowers insurance ate—pays for itself and earns money for ou. Right size for every shop, store or actory—sold on

TEN DAYS' FREE TRIAL

Write to-day for catalog No. 64, **FREE RIAL OFFER** and information about sell-ng waste at a profit.

sed in Uncle Sam's ost-Offices

THE DAVENPORT MFG. CO.
DAVENPORT, IOWA.

An Extra Profit for You

UNTIL FURTHER NOTICE

NONE SUCH MINCE MEAT

"LIKE MOTHER USED TO MAKE"

WILL CONTINUE TO BE SOLD

At the Special Price

$10.80 per Gross

(Except in the Far West)

(90c per Dozen)

in straight ¼-Gross Cases

AND

½-Gross Cases (3 pkgs. free)

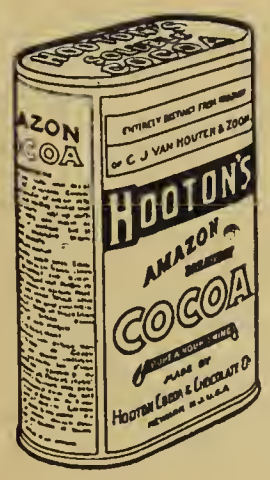
Ask Any Jobber

MERRELL-SOULE CO.
SYRACUSE : : : NEW YORK

THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets



Every Customer Who Tries Hooton's Cocoa

on your recommendation will be a *better customer* for you than ever, because the Quality, Fine Flavor and Big Money's Worth will make her grateful to you. This also means she will always buy it and you can count on steady sales. We give you a special opportunity to handle **Hooton's Cocoa** profitably, and we have a special proposition that will start it selling over *your* counter. We'll gladly explain if you write us.

Coffee Sermonettes

No. 1—Survival Value

TEXT:—"The greatness of a thing is not only in what it has done, nor even in what it is doing, but in its possibilities. It must have *survival value*. And *survival value* is prescience justified."—Elbert Hubbard.

In its possibilities. There's the crux of the matter. There's the tiny speck of radium in tons and tons of ore. The business pioneer is he who sees the possibilities of a programme, a project. And seeing them he is content to persevere and be patient. For he believes in his own judgment and has faith in his ability to stick to the thing until he "puts it across." So he builds slowly, but surely, on a foundation of permanency. His is no house of cards, to come tumbling down about his ears, but a house of value—and *value survives.*

We are pioneers because we have seen farther than our noses. Our creed is the Creed of Possibilities. Years ago we saw the possibilities of Cup Quality. Its value lay in the fact that it gave the buyer a square deal. He knew, always, what he was getting. The old Roman doctrine of *Caveat Emptor* (Let the buyer beware) has long since been shuffled into the Discard of Bad Business by Progress—"for progress is the law of life and only *value survives.*"

We gave our customers Cup Quality. We were laughed at in derision when we inaugurated this idea. But he who laughs last laughs best, you know, and we were content to wait. So we went on quietly talking Cup Quality. To-day others are shouting it from the housetops. Some have even deluded themselves into thinking that, by their thundering, they would drown us out. They forgot one thing, which is that value, like lightning, strikes deep. And *value survives.*

HARISCO STANDARDIZED GREEN COFFEE is our newest idea. We put it into practice in June last. It has made a tremendous appeal. Our standardized coffees today are to be found from coast to coast. This idea, too, will be imitated. The blazed trail of the pioneer is always followed. But the value of the idea belongs to its originators. And *value survives.*

Our creed is the Creed of Possibilities. Our reputation is the Reputation of Honesty, Truth and Square Dealing. We have kept the faith, and Faith of a House whose Products of Quality, always uniform, have stood the tests of time and service. For they had value—and *only value survives.*

The
William B. Harris Co.
Cup Quality Experts
Teas, Coffees, Spices
65 Front Street, New York
(Copyright)

The Grocery Markets

Tea.

There has been no change in the tea market during the week, but Indias and Ceylons continue strong and high. Business keeps about on an even keel, the trade generally buying for wants, but apparently not with the slightest idea of speculating or anticipating their wants to any material extent. Prices are unchanged throughout the entire line.

Coffee.

The coffee market has been quite dull and soggy during the week, this being particularly so of options. Actual Rio and Santos coffee are not materially changed from a week ago, but the tone of the market is certainly not firm, and if anything is a trifle easier. Mild grades show no special change for the week and a very fair demand. Java and Mocha are unchanged, Mocha being relatively very much firmer and higher than Java, the cause for that being scarcity.

Sugar.

The sugar market is about unchanged on the same basis as a week ago. All refiners are now on a selling basis of 5.75 cents for granulated. Raws are about unchanged on a basis of about 4.75 cents. There seems to be no reason for expecting any radical change in sugar for some time, although there may be slight fluctuations. Apparently there is no reason for expecting any very low prices in the near future. The consumptive demand is only fair.

Syrup and Molasses.

Glucose declined another 10 points during the week, which means a total decline of 20 points within two weeks. the cause is the weakening of the corn markets, led by wheat. Compound syrup has mainly followed glucose, and is a shade lower. The demand has suffered very much from the prevailing warm weather. Sugar syrup unchanged and dull. Molasses in moderate demand, unchanged prices.

Fish.

There is no change whatever in the fish market for the week. Norway mackerel are about unchanged, prices ruling on a comparatively low level. The supply seems to be largely controlled by the Norway combination interests. Irish mackerel are not in good demand in this territory and rule about unchanged. Cod, hake and haddock are very dull on account of the warm weather. Prices about unchanged. Salmon of all grades is steady and in quiet demand. Domestic sardines are unchanged and so are the imported brands. Supplies seem to be fairly ample throughout.

Canned Goods.

Tomatoes are unchanged on last week's basis. Prices fairly steady; demand fair. Corn and peas, both spot and future, are entirely unchanged on last week's basis. Demand seasonably moderate. California canned goods quite dull at ruling prices. Apples are still cheap and quite dull. Small Eastern staple canned goods are unchanged and in rather fair demand.

Dried Fruits.

Prunes are not moving in the East, although there are reports of good demand West. Prices are steadily maintained. Apricots are in rather stronger condition than they have been in for some time, and it looks like a fair clean-up before the new season. Prices are not materially changed for the week, but on the better grades are steady to firm. Peaches still cheap and dull. Raisins are not selling in the East, although they are supposed to be in the West. Prices unchanged. Currants and other dried fruits are unchanged and quiet.

Beans and Peas.

On account of lack of demand, the price of domestic pea beans has declined probably 5 cents a bushel during the week. Marrows are also a shade weaker, being nominally quoted at $4.25, but being obtainable from certain holders at $4.15. California limas are about unchanged on last week's basis. Green and Scotch peas are where they were a week ago, which is high, and unchanged in price.

Butter.

The butter market is steady and unchanged, with a good consumptive demand for all grades. The quality of the receipts is fully up to the season, and the market appears to be healthy throughout. There is still some butter in storage, but it is not particularly wanted, and is being sold at relatively lower prices. No immediate change seems in sight.

Eggs.

The receipts of fresh eggs are increasing from week to week, and prices are on a comparatively low level. The consumptive demand is also increasing, but not enough to prevent a steady decline in prices. Present quotations are 5 cents below those of a week ago. Future prices depend largely on the weather, and it will do so for some weeks to come.

Cheese.

The cheese market is steady and unchanged, with a fair consumptive demand. Apparently there is no reason to expect any particular change in price for some time. Skim milk cheese is scarce and meets with a steady sale at 3 to 5 cents below the price of full cream.

Provisions.

Smoked meats are in light consumptive demand and the market is barely steady, at a decline of ¼ cent, this applying to all cuts. Pure lard and compound are in slow sale at unchanged prices. Dried beef, canned meats and barreled pork are steady and in light demand. No improvement in the condition of smoked meats is likely until the demand increases, which it probably will not do for a month yet.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

There has been a good demand for both Holland and Scotch herrings during the last week, but, unfortunately, we were unable to supply goods, as we had none. There are two shipments of Scotch on the way, but the steamers are all late and stocks are scarce.

There has been a good business done during the last week in all grades of sardines, French, Portuguese and also Norwegian. Our people abroad write that they are getting large orders from the warring countries, and they also tell us that the American market wants to buy cheap; in fact, too cheap, and naturally, they prefer to sell their goods where they can get the most money for them; so it seems that unless we advance our offers to our friends abroad, we shall get very few sardines.

STROHMEYER & ARPE CO.
New York.

Standard Canned Goods.

Developments at the annual convention of the National Canners' Association in New York last week were in line with what was already known to the trade in regard to the statistics of pack of 1914, the present market conditions and the outlook for the canning business in 1915. All in all, a feeling of cheerfulness over the outlook prevailed, on the theory that the has already happened, and the c now look forward to a season tivity based on the belief that t mand for canned goods will exc record of any previous year. T cellent work of the campaign o licity is showing remarkable resul the additional work, already mapp for this year, is sure to increa consumption of the goods to the where the demand will equal th put, a consummation devoutly wished.

Owners of tomatoes have mor son to feel encouraged than othe February is notoriously the month of the year in the canned market here, but this month will to be the exception to the rule. the orders for tomatoes have n creased in point of size, there is a demand from nearly all section that is the kind of buying that away the largest stock almost be is realized. Not that the stocks o tomatoes have been worn away vanishing point, for there are still for sale, but the steady dema through the winter has put a larg in the holdings of the canners. able weather for making ship without fear of freezing on the has helped materially to scatte goods. Well-selected brands of ard tomatoes at to-day's prices loo safe property for the jobber to Spinach was the next active arti tomatoes in this market this week. have frequently called attention t strong market position of that a and it looks now like the expecte vance in prices is at hand. Cover wants for your spring trade in sp and you will have no regrets. beans and wax beans are firmer, t not more active, and the same is of sweet potatoes, corn and baked

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-han
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which y would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all t store appliances used by retail merchants on file in this office. You c see them if you call here, or we will send you any information fro them which you want.

As to any other things, we have a staff here which is pretty expe about most things connected with merchandising. It is entirely at yo service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we c do for you the longer we can keep you a subscriber. It is straig business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

These Two New Packages

are the latest addition to the famous

CRYSTAL DOMINO

FAMILY

The smooth richness and delicious flavor of Crystal Domino Syrup has instantly made this 10c. cup, containing 1 lb., one of the strongest sellers in every store where it has been introduced.

As for the 10c. carton of Crystal Domino Sugar half-size pieces—we don't believe any grocer will require persuading to stock up on this package.

Here are the prices:

Crystal Domino Syrup—to retail at 10c. per cup—packed 2 doz. to a container—$1.80 per container.

Crystal Domino Sugar—to retail at 10c. per carton—packed 4 doz. to a container—$3.80 per container.

The American Sugar Refining Company

NEW YORK

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

NOW!

When some other foods are high is the time to push **Wheatena,** because it makes permanent customers for it. They don't merely treat **Wheatena** as a make shift until other foods come down, but they hold fast to it right along. After that you merely fill orders at a good profit.

¶ **Wheatena** is the hearts of selected wheat, sterilized, prepared, packed and guaranteed as nobody else does with a cereal.

The Wheatena Co., Rahway, N. J.

Member of the American Specialty Manufacturers' Assoc'n

Parcel Post Free

Set of Standard Dry Measures, ½-pk., ¼-pk. and qt.	**$0.75**
Butcher's Frock Coat, each	**1.50**
Grocer's Long Aprons, half dozen	**1.50**
Hanging Bag and Twine Holder	**.75**
Swiss Cheese Slicer	**3.50**
Cheese Knife, 12 inches, tinned blade	**.75**

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde,** Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.

Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

In Pennsylvania Alone

over 30,000 matches are used every minute; they're the biggest small thing you sell. But there's one that's bigger than all the rest—bigger in service to your customers and in satisfaction to you; the *one* match that's safest for you to handle, safest for you to sell, safest for people to use. It is the

SAFE HOME MATCH

Inspected and Labeled by the Underwriters' Laboratories, Inc.

¶ The only match ever awarded a Grand Prize and Medal for practical demonstrated safety; the only match that is advertised extensively to Pennsylvania homes.

¶ The way to get home trade and *keep it at home* is to give your customers

THE VERY BEST

value for their money. The best match in the world, in every respect, is the Safe Home Match, because

The sticks are long and strong, the heads don't fly off, they never light till you want them to, they burn evenly, are NON-POISONOUS and every one a REAL match; light it anywhere. Packed in big, safe boxes to

Retail at 5 Cents

MADE ONLY BY

THE DIAMOND MATCH COMPANY - - NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO CUSTOMERS

"SAFE HOME MATCHES are the cheapest to buy because every one is a *real* match.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The other lines of vegetables were enough during the week, only the small daily orders for them comin Soaked peas and beans look stro ahead.

In canned fruits there was the lig demand this week than at any since the first of the year, but the st held here are so light for this tim the year that the prices do not Pears are the strongest article a the fruits, but they, too, were less tive this week. As the spring opens up canned fruits are expecte become active.

The lower prices for cove oy attracted some business this week, they are likely to become active be long. They certainly look attra enough to buy liberally at to- prices.

THOS. J. MEEHAN & C
Baltimore, Md.

Rice.

It seems but a short while back everything apparently conspired ag any marked improvement in the ness situation. The untoward c tions incident to the war, however, certainly changed and everything p to a steady gain. Every element p to more favorable conditions and ers are helping the situation by co into the market and are inclined to erate more freely, so that the movement from day to day is decid more progressive and encouraging. course, the fact that there is an e mous army of the unemployed is garded as a menace to any real impr ment, but there is a stronger feelin optimism that things will continu grow better with the general dem The purchase of stuff for expor neutral countries as well as to the ligerents continues as yet undiminis and is becoming a most important tor in the market situation, and p are very strongly maintained for grades.

Advices from the South, along the lantic coast, indicate that condit have improved somewhat. The b grades are advancing steadily, and H duras has the call on account of tively high prices being asked for Rose and Japan styles. Screening second heads are almost unobtain except at what is considered prohib prices. The movement of Carolin rather small on account of high va asked.

At New Orleans, reported contin demand and available supplies of rough and clean are meeting ready Blue Rose and Japan styles are al unobtainable.

In the Interior, Southwest Louisi Texas and Arkansas, show active mand, with all offerings taken up at prices. It is reported that Japans Blue Rose rough have sold as hig $4.65 a barrel, the high water mar this season.

D. TALMAGE'S SONS C
New York and New Orleans.

Spices.

The market very active, with demand for actual needs. There is question but what there is an a scarcity here in many articles. The is developing new stages every day, as still more serious delays are li to occur during the progress of war, we recommend the trade to ample stocks and to order goods in advance of their requirements.

Pepper.—Market active, with wide mand for nearby parcels of black per. The market here is almost tirely bare of stock. White pep are also active, scarcer and higher, all grades are liable to further advan

Red Peppers.—The market conti to advance and still higher prices likely. There is no question about scarcity, which cannot be relieved some time to come.

ves.—Fairly active and very e, while prices are unchanged dur- he week. Higher prices are prob-

nento (Allspice).—Unchanged, but ir demand.

ce.—In better demand and in re- l supply. Prices, however, un- ged.

tmegs.—Quite steady and in good nd. The larger sizes are very e.

sias.—In better demand and many s are now exceedingly scarce.

gers.—Quite active at higher s. A higher level in all grades is gly indicated.

piocas.—Higher and in better de- l. Prices abroad are very much r than here. The advance in ocean hts has a tendency to greatly in- e the prices of this article.

prikas.—No special change in price. scarcity and firmness in other s of red peppers continue to have fect on paprika.

ds, Herbs, Etc.—Laurel leaves, anise, caraway, mustard and co- er are all very firm and some little r. The uncertainty of general shipping is likely to influence s of many other items in the list.

McCormick & Co.

ltimore, Md.

MARKET NOTES.

rida oranges are advancing as the n wanes. The present range is $3. The demand is good.

rida grapefruit is still in the s—$1 to $2.50. Much of the fruit ng North is not bringing freight.

rida strawberries are unusually y and for early berries good. The e is 20 to 25 cents; demand fair.

orida beans are scarce and high, g to excessive rains. The range is $4.

orida eggplants range from $2.50 to , which is above normal. The de- d is slow.

od Florida tomatoes are scarce command up to $4. From that n to $2.50. Much of the receipts green and spotted.

ichigan rhubarb is coming forward larly, but has not caught on yet. average price is 85 cents.

he first asparagus is in market from fornia, ranging from $5 to $6 per en bunches. The demand is light.

New Bermuda potatoes are averaging per barrel; demand very fair.

ettuce from Southern points, chiefly rida, is commanding $2.50 per box; much demand, except from hotels.

othouse cucumbers range from $1.25 $1.75 per dozen, according to size.

YOU NEED A SHIPPING ROOM SCALE.

he scale that has been adopted by t offices all over the country is ertised in this issue by the Triner le and Mfg. Co. It's the best and st unique scale made. The Triner is one of the largest scale man- cturers in the country—you ought have their catalogue.

Let the Chocolate Wizard Help You Win the Money

WILBUR'S COCOA

MADE IN PHILADELPHIA

Pays you not only your **MONEY PROFIT.**

Every can you sell helps to bring one of the Pennsylvania Plan prizes to your association.

Every can you sell helps the housewife solve her food problem—because WILBUR'S is a nourishing **food** as well as a delightful BEVERAGE. It is the biggest selling cocoa in Pennsylvania, because there are

SIXTY WAYS TO USE IT

for making delicious and wholesome desserts, cakes, candies, puddings, sauces, etc. When you get your customers using WILBUR'S for baking, candy making, etc., they will use it every day just as they do sugar and flour. Then you'll sell the BIG POUND CANS of WILBUR'S with the BIG PROFIT, instead of the small quarter pounds of other cocoas at the small profit.

Write for a supply of recipe books and other helps to increase sales.

H. O. WILBUR & SONS, Inc.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO CUSTOMERS

"Here's a WILBUR recipe book, showing how to make sixty delightful things to surprise your family and friends."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost $17; will sell for $9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost $4; will sell for $2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for $2 a gross, 2 cases to a gross.
J. B. Losey,
Somerville, N. J.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a 10-foot outfit; solid marble; has only been in use three months. Cost us $1,200; will sell for $650 cash, f. o. b. Waynesboro. Everything as good as new.
Standard Grocery Co.,
215 W. Main St., Waynesboro, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was $3.25 a case, 4 doz., less 4 per cent., $3.12. Cracked Wheat, $2.45, two dozen. Make offer.
Godfrey Quebel,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for $10. Also 4 two-branch combination gas and electric chandeliers; cost $7.50 each; will sell 4 for $12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost $12; will sell for $7.50. A. J. Patterson,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me $350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.
H. M. Gingrich,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.
John Altman & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank. W. E. Roberts,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y. W. L. Benedict,
21 East Pearl St., Wellsville, N. Y.

Offer No. 31.

Refrigerator for sale, $50, cost $100; 8 x 4 feet, mirror top, two upper doors, beveled glass; suitable for grocery or delicatessen store; freight prepaid.
Benjamin Gebhard,
111 W. Duval St., Germantown, Phila.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.
Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?
A. B. Crawford,
Freehold, N. J.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing $145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.
Mullison Grocery Co.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.
P. L. Glase, Son & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?
Atco Stores Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.
P. B. Steininger,
Lewisburg, Pa.

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for $2.75 per box, f. o. b. Atlantic City, N. J.
L. A. Bacon,
1301 Baltic Ave., Atlantic City, N. J.

Offer No. 49.

Three boxes, 25 pounds, 60-70 California Prunes, in good condition, at 4 cents per pound (1913 crop).
John S. Lee, Elkton, Md.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap. Peter C. Housman,
Milford, Del.

Offer No. 55.

Electric Coffee Mill for sale or exchange, 500 volts direct current. Perfect condition, low price.
P. J. Leary,
Conshohocken, Pa.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.
John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 57.

I have for sale a double McCaskey Account Register, 440 accounts, arranged to increase to 800 accounts; cost $240, will sell for $175 cash. Only used six months. Reason for selling, started cash business.
Robison's Table Supply Store,
Sharon, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.
N. W. Bennett,
549 Fifth Avenue, Troy, N. Y.

Offer No. 60.

I have for sale a small job printing outfit, in first-class condition, consisting of a Monumental rotary foot-power press, chase 6 x 9, and nine small fonts of type, suitable for regular job work in connection with a business of any kind for bill, letter and statement ca posters, circulars and all kinds of w done on a press this size; piece r furniture, type cases, etc., all go it, for $75, f. o. b. Greencastle, Pa interested write, and I may do be Address W. Scott Hostetter, Box Greencastle, Pa.

Offer No. 61.

We have for sale four cases package Perfection Starch, 64 pac to case; will sell for $2.50 per case. dress R., "Modern Merchant and cery World" office.

Offer No. 62.

High power touring car, in first-c condition; Continental motor, deve 60-horse power. Will exchange f stock of groceries or a small truck 1914 Ford touring car. What have to exchange? Answer quick.
Chas. Shupp,
Plymouth, P

Offer No. 63.

We offer the following:—

8 boxes (50s) Swift's Cleanser, case.

10 cases assorted Jellycon (36 to ca 45 cents dozen.

10 cases Brubaker Puddine, 60 c dozen.

6 cases 6 lb. ⅓ Huyler's Cocoa cents pound.

12 dozen, 35-cent size, Dustbane, dozen. Witman Bro
Box 124, Harrisburg.

Offer No. 64.

We have on hand one Pepper I Cutter, capacity two gallons, and Auto Trailer, which has never been u What will you bid? F. D. Hubbs,
West Chester, P

Offer No. 65.

Double Cabinet Ovens, outside dim sions 63 x 37 x 32 inches; will b 120 loaves of bread at a baking; shelves; oven manufactured by the G Blodgett Co., Burlington, Vt.; beer use six months only; ovens as good new; equipped with pyrometers. ovens cost me $202, f. o. b. Day Ohio. I will crate same and del f. o. b. Dayton for $135. Ovens b coal. Cash with order.
E. H. McClella
226 Lexington Ave., Dayton, O

Offer No. 66.

I have for sale one six-foot F Case, suitable for cigars or notions good condition; glass top; price f. o. b. Berwick. Floyd Klinetob
Berwick, P

Important Notice to those Adver ing in the Exchange Departme

If the goods advertised do not m after four weeks, will the owner kin notify us, so that the offer may be continued? We desire to keep the partment as clean and fresh as poss and if goods don't move in four we they will probably not move at all.

Advise Your Custo
That by using
MAPLEIN
as a change of flavor
serts and dainties wil
different and better.
ORDER FROM
WILLIAMS & RO
19 South Front Ste
Philadelphia, Pa.
JOHN DEAN
801 Empire Buildi
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Squa
Buffalo, N. Y.
CRESCENT MFG.
SEATTLE, WASH.

ave You Given roper Attention to

Hawaiian Pineapple

and the attention which will make it a LEADER above all Preserved Fruits?

There is no finer fruit packed—it has become a buy-word in most households.

Prices at which last year's pack of **Hawaiian Pineapple** was sold by packers will place it within the reach of all classes of consumers.

Greater profit is made on volume at reasonable prices than on small sales at high prices.

Take advantage of the opportunity offered by **Hawaiian Pineapple** to increase the volume of your business.

If you are not getting the share of the business in **Hawaiian Pineapple** it is probably because either your selling price is too high or you are not displaying the goods sufficiently.

awaiian Pineapple Publicity Dept.
East 40th Street : : : New York, N. Y.

Recommend RUMFORD

The Wholesome Baking Powder

Not only is **Rumford Baking Powder** the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its **Purity, Wholesomeness** and **Great Leavening Power.** A strong selling point to which you should call attention is, that **Rumford** does not leave any bitter or "baking powder" taste in the food. Every can of **Rumford** you sell will sell other cans for you.

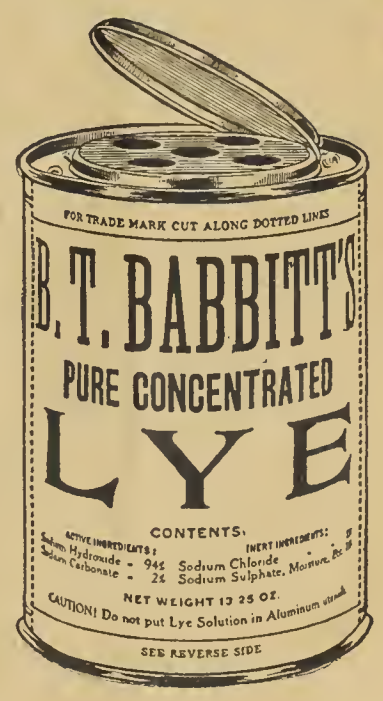
To please and hold trade

"RECOMMEND RUMFORD"

Rumford Chemical Works, Providence, R. I.

BABBITT'S PURE CONCENTRATED LYE

"Keeps its strength to the greatest length"



and that's why consumers know it's "The Lye to Buy." There are many uses for lye and its virtue all lies in the way it is made, just as its sale depends on the way it's advertised. We keep up its quality and strength. It is unequalled as a home soap maker, disinfectant and deodorizer. The new sifter top tin makes it handy for the consumer to use. Call your customers' attention to this new package and you have additional sales and profits. The Trade Marks are good for valuable and useful presents.

B. T. BABBITT, Inc.
NEW YORK CITY

Physical Exercise Stunts for Tired Business Men.

Well, well, listen to this:—

Trenton, N. J., Feb. 15, 1915.

Dear Stroller:—I have read your weekly installments for many years and feel that I know you, though I have never had the pleasure of meeting you. Inasmuch as you seem to mix largely with other men who are engaged in business, I am about to ask you for an opinion about a matter that is troubling me to some extent. It may well be that you have seen other cases resembling mine and can therefore advise with me with some information I refer to my health. I have always been a hard worker and up to about one year ago never felt any bad effects from hard work, no matter how hard I worked. For a year I have not been myself, and I feel that my business is suffering and will suffer even to a greater extent than it is now if I do not find something to put me back where I was before. I am just past fifty years old and should be in my prime. The trouble is I am sluggish—I do not work easily and I do not think quickly, as I formerly did. I have succeeded in business largely because of my ability to see a chance and take it. In this particular I am now lacking and therefore my business is not going ahead as it should. I have been under the care of a doctor for several months and he has changed the medicine several times, but I am tired of drugging and nothing seems to do any good. I have several friends who have been helped by physical exercise, and I have sent for several systems and am undecided whether to go into them or not. The best one is in New York, and it necessitates a few minutes' work each night before retiring. What I wish to know from you is whether you have ever seen any business men of your acquaintance try these things and that the results have been? I do not know whether you are in the habit of answering such requests by mail or not. I should prefer an answer by mail, but if you cannot see your way clear to do that, have no objection to an answer through your column, provided you do not reproduce my name.

Yours very respectfully,

K.

P. S.—I should say that I have been twice examined by doctors, and both say there is nothing organically wrong with me.

Old man, if you are looking for a fellow to damn drugs, you have come to the right place all right. I hate 'em! I don't believe God almighty ever meant 'em to be swallowed. If I was you I'd never take a drop. Yes, I do believe that one of these physical exercise stunts would do you a lot of good. I've seen quite a bunch of people try 'em and they always worked if the man using 'em had the nerve to keep on with 'em.

Understand, I don't believe they'll bring the dead to life. But I've seen 'em bring the *half* dead to life. The only thing is to get up the pluck to go at 'em and work. It sounds like a cinch to give ten or fifteen minutes to it just before you go to bed, but take it from me, it ain't, not if you're anything like me. I go to bed when there ain't anything else to do, and when I get ready to go to bed, I want in, and I want in bad. Lying on your neck on the floor and trying to scrape the whitewash off the ceiling with your right toe don't look good to me at 12 o'clock at night.

I'll let you into a secret I don't tell everybody—I tried one of these stunts once myself. It was only a couple of years ago. I was getting too fat and puffy and somebody said these exercises would turn me into a four-year-old. So I sent on for one. They sent me a lot of stuff—blanks to fill up and all—and directions. I didn't much like filling up the blanks about my symptoms because they asked a lot of questions about what was none of their business, but I did it like the gent that I am. They'll do that to you, too, Friend K., and and you'll have to go to it. As it happened, I held on to a copy of the blank I filled up—you ought always to keep a copy of important legal papers like that—and I'll put it right in here to show you what's waiting for you. They write out the questions and you have to write the answers in a blank line underneath. This'll show you the questions they asked me and what I answered:—

1.—Is it necessary to drive you when performing your duties?

Answer.—It is.

2.—Are you nervous when in a crowd?

Answer.—If the crowd is all females, no.

3.—Is your memory poor?

Answer.—It is. I can always remember when money is owed to me, but memory very bad as to money I owe.

4.—Are you too thin?

Answer.—Not so's you could notice it.

5.—Are you too fat?

Answer.—Anybody but a cannibal might think so.

6.—Are you drowsy after your meals?

Answer.—Depends on the mea

7.—Are your lips red and full blood?

Answer.—That and tobacco ju

8.—Have you a disagreeable ta in the mouth in the morning?

Answer.—If you mean the mor ing after lodge nights, yes.

9.—Do you have distress af eating?

Answer.—Yes, if I ain't enough.

10.—Do you ever have a good petite?

Answer.—Yes, at meal times between.

11.—Have you pimples on and body?

Answer.—Have only one pim at present, but it has been a p season.

12.—How are your bowels?

Answer.—Pretty well, tha how's yours?

13.—Do you tire easily w reading?

Answer.—Fearful easy, w reading some things.

14.—Do you have pains in back of the neck, back and in le

Answer.—Often have a pain the neck. Am having one now.

15.—Do you have cold hands feet?

Answer.—Often get cold feet.

16.—How long has constipat troubled you?

Answer.—Ain't you ashamed asking such an embarrassing qu

Weekly Window Display Suggestions

Pop Corn Display.

Arrange this window during real cold weather. First run a width of dee pink crepe paper across the rear of the window. Cover the bottom als Next build two pyramids of boxes of corn to be popped on each side of th rear of the window. In the center of the rear, put a large sign card like illustration. Then, nearer in front, on each side, lay two opened boxes wit the corn coming out of the opened end. In the center make a big pile o freshly popped corn, with two full poppers in front, with the handles towar the corners of the window. If this display is neatly arranged, it will help th big sale.

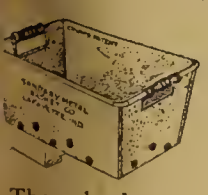
on? I'll have you know I never scuss things like that except with y mamma and the members of my nday school class. Hiss for ame!

17.—Do you ever take hot baths?
Answer.—Yes.
18.—How often?
Answer.—None of your blamed usiness.
19.—What is your chest measure-ent?
Answer.—Eighteen inches, in my cks.
20.—What is your waist measure-nt?
Answer.—Forty-two without cor-ts.
21.—Are your legs well or poorly veloped?
Answer.—There ain't another pair e 'em in all Pennsylvania.
22.—Do you forget words easily, ve trouble in not being able to d the word to express your-lf?
Answer.—Not when I am using fane language.
23.—Do you perspire easily?
Answer.—So easily it's a cinch. ever any droughts where I am.

ou see I wrote out all the wers as faithful as I could and t 'em in. They wrote back that near as they could make out I dropsy, glanders, pip and rs, with softening of the brain the side. Anyway, I went ahead h their exercises and was getting g fine, but honest I didn't have nerve. If they'd said you could he work right after lunch, it ht have been all right, but just re going to bed—nothing to it, as too plumb lazy, that's all there to it. I did it a few nights, but night I woke up about 4 ock, on the floor, with my legs he position of Exercise No. 42, that ended it. I gave the stuff ay to one of my customers—I 't know what he ever did with

But speaking serious, old man, can get some good out of the g, if you'll go to it. There ain't it of doubt about that. I mean

THE STROLLER.



Deliver Your Goods in Sanitary Metal Baskets

These baskets are made of galvaned iron, reinforced and strengthened as to last a long time. Being perforated, they are self-cleaning, also seless to the housewife enabling you sell your wooden boxes.

Sanitary Galvanized Iron Metal Bas-ts are *economical* because they save ace; *durable*, will outlast three of e old kind; *modern*, brings delivery stem up to date; *cleanly*, no place r dirt to stay.

ice, $4 to $6 per dozen on baskets hold-g from one to four pecks. Order to-day

nitary Metal Basket Co., Lafayette, Ind.

NOTHING has a wider sale than *milk;* some people like one cereal, some prefer *another*, but *all buy milk.* Even the woman who bakes her own bread and cakes *must buy milk. All* your customers are buying milk *every day.* Make up your mind that *you* are going to sell it to them and secure the profit on this great volume of sales; you can do it if you'll push the sale of **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk,** because they are used in as many ways as raw milk and their natural flavor and rich creaminess will please your customers. **Borden's Brands,** both sweetened and unsweetened, are made by the most modern processes, and guaranteed absolutely pure. When you get your customers using **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk,** they will also buy Borden's St. Charles and Silver Cow brands of Evaporated. Send us the names of your best customers and we will mail each a Recipe Book, showing dozens of delicious dishes that can be made with **Borden's Milks.** This is sure to bring you increased sales.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"You'll find **BORDEN'S MILKS** a great help in your cooking. They make doughnuts, cookies and cakes that are as light and delicious as can be, and enrich all gravies and sauces."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

CCC.—Something Which May Happen to Any Man Who Sells His Business Without Getting Full Cash Payment.

Nowadays, when a man starts out to sell his business, it seems to be getting harder and harder to find a buyer who has enough cash to buy and pay spot cash in full. A buyer will have some cash, and this he will be willing to pay on account, giving notes for the balance, or taking a lease instead of a bill of sale. In such a case the seller will endeavor to safeguard himself in various ways, some of which are good, some bad, but none certain, as I shall show by a case which has just been decided, and which fairly represents the law throughout the United States. The matter is important, for the reason that probably more businesses are sold on time to-day than in any other way.

The business involved in the case I am about to discuss was a retail drug business, but of course the facts might be and the law would be the same no matter what the business was.

In the case referred to a concern named Hyde Bros. owned a retail store, which they wanted to sell. They found a buyer in a man named Snyder, who agreed to pay $3,800 for it. He had only $500 cash, and this he paid on account, giving a series of notes for the balance, one to be paid each month. There was an agreement, holding title in the business and everything connected with it, in Hyde Bros. until it was paid for. Snyder got no bill of sale, but only a receipt for his $500. His part of the agreement bound him to pay one of the notes each month, to pay the rent, keep up the stock, and pay for all bills contracted in the running of the business. Hyde Bros. reserved the right to look at the books and examine into the business any time they liked, in order to see if everything was going right. If Snyder failed to pay any one of the notes, and let sixty days go by without paying it, Hyde Bros. should have the right to take the store back.

Under this agreement Snyder took the place over, changed the signs both inside and outside the store and generally gave it out that he had bought. He failed to make good and after one of the notes had remained unpaid for sixty days, Hyde Bros. took the store back.

Shortly after Snyder had gotten out, a jobber to whom he owed $509.69 for goods bought while running the place, started suit and attached the stock and fixtures in the hands of Hyde Bros. This, then, is the danger which the seller of any business runs if he does not get all his money at once. There is only one way to guard against it, as the court pointed out in deciding this case. It is to keep in touch with the books and see that no bills are becoming delinquent. If this is not guarded against a man may sell a business on time, and after the seller defaults in his payments, find, when he takes it back, that it is loaded with debts which when paid will wipe the whole thing out.

The theory which Snyder's creditor worked on in his attachment was ingenious and perfectly logical and right. He proceeded under the bulk sales law, which all States now have, and which declares that where the owner of a business shall sell it out in bulk without his creditors having had notice, they (the creditors) can consider the sale fraudulent as to them, and attach the goods in the hands of the buyer.

Snyder's creditor claimed to know nothing of the secret arrangement between Hyde Bros. and Snyder. So far as he knew, Hyde Bros. had sold their business outright to Snyder, and Snyder had sold it back again to Hyde Bros. *without, however, giving his creditors the notice required by the bulk sales act.* Therefore he was entitled to consider Snyder's sale fraudulent as to him, and to attach the stock and fixtures in Hyde Bros. hands. Under the facts of the case, which, I think, are the facts of most such cases—particularly as to the buyer holding himself out as the owner—the same thing could be done in practically every State of the Union.

The result in the case under discussion was a court decision upholding the right of Snyder's creditor to do what he had done. He was therefore permitted to collect the full amount of his claim from Hyde Bros. The Appeal Court said:—

> It is clear that the terms of the sale by Hyde Bros. to Snyder were not known to Snyder's creditor, and that the goods delivered by the creditor to Snyder were sold on the faith and credit of the business then being openly conducted and avowedly owned by him. Hyde Bros. knew or could have known by inspection of Snyder's books that the creditor was furnishing goods and supplies to keep up the stock in the drug store, and that these accounts were not being paid by him.
>
> The alleged lien on the stock was a secret one. Hyde Bros. permitted, if not induced the plaintiff to improve and enlarge this stock for their benefit, without notice to him of their claim against the original stock and the additions innocently made to it by the plaintiff. This conduct induced a credit in Snyder, so as to keep the business a going one at the expense of creditors who were misled to their injury by this secret agreement between the apparent owner and Hyde Bros.

The whole point of the decision was this: that Hyde Bros. allowed Snyder to hold himself out as the owner, and to run up bills on the strength of being the owner. That being true, they could not now step in and by taking everything over prevent a person who had fallen into the trap they had helped to set, from recovering his just dues.

Any court, I believe, would have decided the case in the same way.

How could this have been prevented? I do not think it could have been, so long as the seller of the business permitted the "bu to hold himself out as the ow Except as I have suggested keeping in touch with the busi

Nor could it always be pre by not allowing the buyer himself out as the owner. old owner still continued to sent himself as the owner, b lowed the buyer to buy for th rent needs of the business, the old owner would be responsibl the buyer's obligations, for th ter would in that case be h be his agent.

There is but one way to lutely prevent such things, and is to sell a business only for cash payment.

(*Copyright, March, 1915, by Elton J. Buckley.*)

—

Question: * * *, N. J.—J was a customer of mine, pa monthly. He got behind in h count but finally paid in full. next day his children came to store with an order for go Knowing that his property wa his wife's name I charged the g to her without saying anythi her or Jones about making change. The account has run for nearly two years, Jones or wife never coming to the store ways sending the children wit ders for goods and with mone account. Mrs. Jones has stopped dealing with me, leavi considerable balance. She al got bills with her goods, so she aware the account was in her n and never made any protest. C collect this account, and how?

Answer.—The only diffi about holding the wife liable is you never told her you intende do so. The natural customer groceries in the household i husband, because the law holds responsible for necessaries nished to his family. Neverth the wife may easily be made customer if there is some sp reason why she should be so sidered, as is the case here, there is a clear understanding it.

Where the husband has bee customer in the beginning, clearly of the opinion that in to successfully change and hol wife liable, you would have to her notice. As a matter of however, you did in a way giv notice by rendering regularly to bills which were in her name. this went on for two years, I beli you could successfully contend t she had had notice. Certainly th is enough in your case to warr beginning proceedings against

and attempting to charge her estate, and that is what I should The suit should be begun ist the wife on the ground that was the regular customer and have known it.

TE.—Requests for information in department should tersely set out l all the facts bearing on the case, all questions should be carefully d to avoid misconstruction. Write e side of the sheet only. Letters d be received at this office not than Tuesday of each week to en- an answer in the Monday's issue ving. The signature and address e writer must accompany all in- s, and will be published unless is a request not to do so. All ries received will be answered ut charge. Address all communi- is to Legal Editor "Modern Mer- and Grocery World."

aor of H. P. Cassidy for Pennsylvania Dairy and Food Commissioner.

ere is a persistent rumor that an ipt will be made to induce the Gov- -elect of Pennsylvania to appoint y P. Cassidy Dairy and Food Com- oner. Frances Shunk Brown, the Attorney-General, was Cassidy's el when his administration was in- gated some years ago, and the ru- is that Brown is trying to slip dy into the office, where he could ge himself on all those who aided posing him, as he threatened in so words to do at the time. It is a ible rumor, but the "Modern Mer- and Grocery World" is in posi- to say with authority that there is ing whatever in it.

Vanted—a Used Keith Credit Register

Give full specifications, including year urchased, type of register, condition and rice wanted, also cost price. Address "R. .." Modern Merchant and Grocery World.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

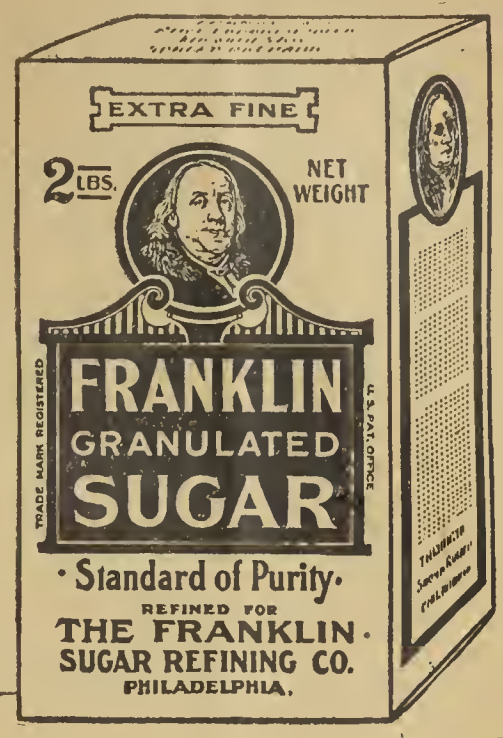
Registered, U. S. Pat. Off.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.



"As Easy to Handle as a Can of Tomatoes"

FRANKLIN CARTON SUGAR is as easy for the grocer to handle as a can of tomatoes or a bottle of pickles. It's ready to sell when you get it. It requires no weighing, no wrapping, no tying—we've done all that for you at our refinery. We pack FRANKLIN SUGAR in CARTONS because the margin in sugar is so small that if you buy it in bulk and weigh it out, put it in bags, stand for the cost of bags, twine, labor and loss by overweight, you LOSE MONEY. FRANKLIN CARTON SUGAR enables you to make a PROFIT instead of a LOSS, because it costs you nothing to handle. Your customers like the clean, neat CARTONS and, once having bought FRANKLIN CARTON SUGAR, will always ask you for it because of its cleanliness, quality and purity.

The Convenience of the "Container"

FRANKLIN CARTON SUGAR is packed in containers holding 24, 48, 60 and 120 lbs., according to the grade of sugar, the fastest selling grades not being packed less than 48 lbs. to the CONTAINER and you are thus enabled to buy to suit the needs of your trade. The CONTAINER is a heavy fibre case that is guaranteed to carry its contents in perfect condition, but, is easier for you to open than a box or barrel—a penknife will open it.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"FRANKLIN CARTON SUGAR is the cleanest, purest, finest grade sugar that can be made, and the CARTON *keeps* it clean. All our customers like it and I'm sure you will if you try it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

I have a small circular from John Brayshaw, Jr., of Washington, D. C. He states that he distributed it on February 11th. At first this circular—it measures 6 x 10 inches—seemed unusually small to me, but when I reflected I remembered that it was the average size. The fact that it seemed small was because most of the circulars that have come into this department lately have been larger—I suppose probably twice as large. There is no question that advertisers who use circulars are running to larger sheets. I can easily understand why. They feel that the more offers they make the more orders they are likely to get. More than that, the temptation when a man sits down to write an advertisement is to add this and that—he has his whole stock to draw on—and before he knows it, he has enough stuff laid out for a small newspaper. This is a tendency which I think needs to be curbed. One of the worst things an advertiser can do is to throw too much stuff at a customer at once. I have had circulars come in here, perhaps 8 x 10 inches or 10 x 12, with enough stuff on for four times that amount of space. Probably the average has twice too much on. I say again, gentlemen, this is a mistake, and its tendency is not to increase results, but to decrease them. People are busy. They don't want to be asked to read an enormous mass of matter. Give them a small circular, with comparatively few things on it, and they will read it.

* * *

If these prices are low for Mr. Brayshaw's neighborhood, then this is good advertising, I suppose, and ought to get results. If they are not low, I don't think it is. Small as this circular is, I think there are too many articles advertised on it. Advertising 32 things in a small space like this is crowding the mourners. The expert advertising writer for a department store will make a whole page of 32 articles. I believe Mr. Brayshaw would have better and more profitable advertising if he were to cut the number of things he advertised down to half—not more than 20, anyhow—and give each one more space. Is there anything notable or unusual or distinctive about these goods? There must be if they are worth advertising—why not tell what it is? Why should anybody pay 5 cents more for Elk Grove Butter than for "Fresh Creamery"? What is the point about the Sunbeam brand of canned goods? Surely there is something that can be said. If there is nothing to say, either about the goods or their prices, then Mr. Brayshaw, you are advertising, in my judgment, the wrong things.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Golden Crown Syrup

Is, we believe by actual test of its component parts, the best popular-priced Syrup on the market. Have just received direct shipment and offer you the benefit of our saving.

No. 2, the 10c size, 3 for 25c. No. 2½, 11c

Old Fashioned Pure New Orleans, 2 1-2 lb. can..... ..... 18c

This molasses we offer in competition with any brand selling at 25c can.

Fancy Dressed Turkeys, lb., 25c
Fancy Dressed Fowls, lb., 20c

We wish to be regarded as headquarters in this locality for dressed poultry, and to handle the quantity we know our prices must be kept right and they will be. Last week we sold 28 turkeys to 27 customers. Our trade is all family trade.

Fresh Country Eggs, doz., 35c
"Elk Grove" Butter, lb., 40c
Fresh Creamery Butter, lb. . 35c
CHURNGOLD Butterine, lb. (coloring goes with it) 25c

25c bot. Olives, stuffed or plain . . . 19c

4 Ounce Bottle for 10c

"Sunbeam" Shrimp	15c	"Beaumarchand" Mushrooms	30c
"Sunbeam" Lobster	30c	"Rodier" Sp. Sweet Peppers	10c
"Sunbeam" Tuna Fish	25c	"Caribou" Prunes, lb.	18c
"Sunbeam" Baby Limas	15c	Shelled Pecans, halves, lb	70c
"Sunbeam" Pure Sap Syrup	30c	Shelled Walnuts, halves, lb	60c
"Izumi" Japan Crab Meat	28c	Shelled Almonds, lb	65c

California Yellow Cling Peaches, per can 15c

Legs of Lamb, lb. . . . 20c

Prime Rib Roast, lb	20c	Fresh Hams, lb.	18c
Roast Veal, lb.	18c	Corned Hams, lb	18c
Roast Pork, lb	15c	Orange Brand Hams, lb.	18c

Home Grown Potatoes, bu., 75c

Fancy Norway Mackerel ..... each 10c
" " " small 5c
These are very fine, white and fat.

FRESH FISH AND OYSTERS

Automobile Delivery Service

JOHN BRAYSHAW, Jr.

(Formerly 6th and A Sts.)

Telephone, Lincoln 255 **817 A Street N. E.**

The Library Press, 325 Pa. Ave. S. E.

Pennsylvania Organization Notes.

Organizer Smedley addressed the Commercial Club of Erie on Monday, February 15th, the occasion being a luncheon given at the Reed House. The Commercial Club is the reorganized and broadened out Erie Business Men's Exchange, of which Theodore Landsberg is president and A. M. Howes, secretary. The aim of the club is to do the work of the old Exchange and to combine new features that will make it more effective as an organization. One hundred and sixty names were proposed for membership and the aim is to secure 1,000 members during the next 60 days.

The club has just signed a lease for a large space on the second floor of a new office building and after it i nished the headquarters will be lished there.

* * *

On Tuesday, November 15th, t ganizer addressed the Erie Reta cers' Association at a banquet h Odd Fellows' Temple. Covers we for 75. An elaborate meal was after which Toastmaster Pohl n nice speech welcoming the membe introducing the speakers. A num representatives of Pennsylvania manufacturers were present, inc J. W. Magee, of Tetley Co.; Lemon, of Loose-Wiles Biscuit A. G. Benthal, of the Franklin Refining Co.; J. S. Leonard, of Wilbur & Sons. The Erie Retail cers' Association is a powerful zation doing a good work, and the bers co-operate to the limit. Pre Pohl and Secretary A. G. Kuhl a strong team of leaders.

* * *

About 150 merchants of Schu County met at Pottsville on Thur February 18th, the guests of the P ville Association. It was a district vention and merchants were pr from Pottsville, Ashland, Miners Tamaqua, Girardville, Mahanoy P Mahanoy City, St. Clair, Orwigs Lansford, Schuylkill Haven and D son. The meeting was held in Y C. A. Hall and was called to orde 10 A. M. by H. R. Knapp, chairm the local committee, who stated th jects of the convention as being to b the merchants of the county into cl business relations.

Addresses were delivered as foll "A Patron's View of the Retail M chant," Rev. A. O. Reiter; "Organ tion and Retail Merchandizing," W liam Smedley; "Industrial Deve ment," W. W. Woodbury; "S Thoughts on Collections," Dr. A. Gregory.

In the afternoon Paul Findlay Madison, Wis., spoke on the sub "How to Get the Consumer on the M chants' Side." L. P. Bryant spok "Home Buying." The question box opened and this brought about a eral discussion.

Mahanoy City was elected as the to hold the convention six m hence. The convention was a big e and one of the pleasant incidents the visit of about 75 Harrisburg m chants, who stopped off en rout Wilkes-Barre to extend fraternal g ings.

Pottsville has just awarded the p in an essay contest on the best rea for buying in Pottsville. The con was limited to students of the pu schools above the sixth grade. O 1,200 essays were received.

* * *

Williamsport had "A Dollar S Day" on February 17th, which was big success.

* * *

Mr. Smedley addressed the merchan of Coatesville on February 19th at t Y. M. C. A. Building. There was

d attendance. We hope to return his city in the near future and assist increasing the membership of this nization. President Ash and Secry Steinwat are energetic men and e a hope of making this a big assoion.

* * *

he annual convention of the South- t Merchants' Association was held the Fort Pitt Hotel, Pittsburg, on ruary 22d. An all-day session was d, with only a brief adjournment for cheon. Merchants were present from mestead, Sharpsburg, New Castle adville, Tarentum, Greencastle, ollo, Vandegrift, McDonald, Brad- k, Penn Station, Manor, Irwin, Jeante, Pittsburg, Brownsville, Carnegie, tanning. About 150 were registered. President Bortz called the meeting to ler and an address of welcome was de by H. M. Irons, representing the yor of Pittsburg. Prayer was offered Rev. Geo. W. Shelton, pastor of the ond Presbyterian Church. J. Denny Neill responded to the address of lcome, after which President Bortz ivered his annual report. Secretary J. Crawford also made his report. mmittees on Resolutions, Nominans, Auditing were named, after which re were some informal talks.

In the afternoon an address on "Legation" was made by Royal S. Goldsry, Esq. There was a talk by Herann Schmidt, who proved to be a morist above the average. An adess on "Trading Stamps," by William nedley. An address on "Organizan," by W. H. Stevenson, Esq., ex esident Pittsburg Chamber of Comerce. Talks by D. E. Durbin, J. C. orris, Jno. Lynch and E. O. Spotts. A resolution condemning trading amps and asking for the passage of gislation against them was unanimous- adopted. Also resolutions request- g the Legislature to repeal the Merntile Tax Bill and to enact a Garshee Law were adopted. There was lot of profitable discussion on trade pics. The officers were elected as ollows: President, D. W. Bortz, reensburg; secretary, D. J. Crawford, lomestead; treasurer, E. J. Spangler, ittsburg; Executive Committee, J. enn yO'Neill, Pittsburg; A. W. Love, andergrift; D. E. Durbin, Pittsburg; . C. Norris, New Castle; D. W. Bortz, reensburg; D. J. Crawford, Hometead.

* * *

Mr. Smedley adressed the following ssociations during the week: Vandergrift, February 23d; Tarentum, February 24th; Sunbury, February 26th.

* * *

The Comercial Secretaries' Association will meet at Harrisburg March 5th and 6th.

Complete Line of **Easter Baskets**

WRITE FOR PRICES

WITMAN BROTHERS

Jobbers Woodenware, Groceries and Hardware

HARRISBURG, PA.

Tetley's Tea

What is the "Flavor" of Tea

The Flavor of Tea is a dainty *Perfume*, easily lost upon exposure to the air. That is why *Bulk Tea* cannot run uniform in flavor or aroma. It is impossible to retain the delicate fragrance of any tea that is handled in *bulk*.

Many a merchant's business is built upon the reputation he makes as a seller of *good tea*. Why jeopardize *your* trade by selling tea *with the flavor left out*.

TETLEY'S TEAS

are the finest grown—carefully selected and scientifically blended to a permanently uniform flavor—then packed in attractive, air-tight tins, so that the tea retains all its delicious aroma and flavor.

Big sales of tea are easy when the brand you push is **TETLEY'S.** Recommend **TETLEY'S** and

Watch Your Tea Trade Grow

JOSEPH TETLEY & CO., Inc. : 108-110 Franklin St., New York

TELL YOUR CUSTOMERS

"TETLEY'S not only equals the best, but it is *better* than any other tea."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

DEER COFFEE ROASTER WANTED.

State age, size, condition and lowest cash price; also original cost. Address "Quick," care "Modern Merchant and Grocery World" office.

WANTED.—A set of Fairbank's platform scales. Must be sealed by County Sealer of Weights. Address D. W. DeWeese, Sharon, Pa. 9

WANTED.—A second-hand delicatessen refrigerator. Must be a good make. Address W. M. Focht, 157 High St., Pottstown, Pa. 10

I WANT TO BUY A GOOD SECOND-HAND NATIONAL CASH REGISTER.

I am in the market for a good second-hand cash register, National preferred. Must not be too old, and should be a check thrower. Need not necessarily be the largest type machine. Absolutely must be in perfect shape. Address D. S., care Grocery World Publication Co., 927 Arch St., Philadelphia.

WANTED.—A second-hand beef slicer. Must be in good condition. Address E. G. Wenger, 300 W. Market St., Chambersburg, Pa. 9

FOR SALE OR RENT

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazlenut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of $2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co, 927 Arch St., Philadelphia.

STORES

FOR SALE.—Grocery business, up-to-date store in suburbs of large New Jersey town. Business $1,000 per month, 20 per cent. profit. Stock, fixtures, horse and wagon, worth $1,800; price $1,500. Property for sale or rent Small amount cash. Address B. C., care Grocery World Publication Co., 927 Arch St., Philadelphia. 10

FOR SALE.—Grocery, meat and provision store for rent; goods at inventory; restricted neighborhood. Stock and fixtures about $300. Address D. R., care "Modern Merchant and Grocery World," 927 Arch St., Philadelphia. 14

FOR SALE.—Old-established corner grocery and provision store. Would do well with fresh meats and delicatessen. Will sell to a quick buyer for $975. Southwest corner 23d and Jackson Sts., Philadelphia. 18

FOR SALE.—Stock and fixtures of an old-established grocery store. Would do well with fresh meats and delicatessen. Will sell to a quick buyer for $825. Address corner Sickel and Market Sts., West Philadelphia. 16

FOR SALE.—An old-established corner grocery and provision store. Would be an excellent stand for delicatessen and fresh meats. Will sell at the low figure of $850 if sold at once. Address corner Fifty-fourth and Addison Sts., West Philadelphia. 16

TO RENT.—New modern store; fine location; manufacturing town of 15,000; pay roll weekly; moderate rent. Address Harry E. Swan, 168 Main St., Hudson Falls, N. Y. 9

FOR SALE.—Stock and fixtures of an old-established corner grocery store. Good stand for fresh meats. Will sell at the low figure of $850 if sold at once. Apply D. C., care Grocery World Publication Co., 927 Arch St., Philadelphia. 15

FOR SALE.—A well-equipped store and property in a town of about 600, with farming surroundings and manufactories; near lines of P. R. R., York County. Doing a cash business, which could be greatly increased by adding meats and delicatessen. Cause for selling, sickness. Address P. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 11

FOR SALE.—Stock and fixtures of a meat, grocery and provision store. Good stand for delicatessen. Will sell at a very low figure—$1,250—if sold at once. Southwest corner Marshall and Butler Sts., Philadelphia. 18

FOR SALE.—Stock and fixtures of old established grocery store (established 30 years) doing all cash business. Will sell cheap; owner died. An excellent location for a meat market. Address by letter to Ninth and Gordon Sts., Allentown, Pa. 12

FOR SALE.—At a bargain, grocery and meat market, located in West Philadelphia; good reasons for selling. Will sell as it stands for $1,500, or at inventory if preferred. Fixtures alone cost $1,800. Address X. Y. Z., care Grocery World Publication Co., 927 Arch St., Philadelphia. 11

FOR SALE.—Stock and fixtures of an old-established grocery store; would do well with fresh meats and delicatessen. If sold at once will sell for the low figure of $1,250. Dwelling contains seven rooms, bath and all conveniences. Address 5030 Haverford Ave., corner Farson St., West Philadelphia. 17

FOR SALE.—General store in flourishing town of 1,000, with splendid farming surroundings, about seven miles from Trenton. Doing a cash business. Best store in town. Splendid opportunity. Good reason for selling. Call on or address S. M. Rothenberger, Pennington, N. J. 9

FIXTURES

FOR SALE.—One self-measuring oil pump; length of rod below floor, 9 feet. Price $5. Address N. Crow, Wilkinsburg, Pa. 12

FOR SALE.—One individual book account system, 150 accounts; cost $55 new. Will take $35, f. o. b., Falconer, N. Y.; in fine condition; good as new. Also one Dans Tip Top Duplicator; used only little; price $3; nearly new. Reason for selling, no use for them. Address A. R. Newton, Falconer, N. Y. 12

FOR SALE.—Having installed electricity, we offer for sale cheap eight standard Gilette lamps, also mantles, globes and shades. Address G. Smith & Sons, Seelyville, Pa. 12

FOR SALE.—A good second-hand lard press, in good order; inside cylinder 14 inches; will sell for $5. Address Wm. H. Vaux, Doylestown, Pa. 11

FOR SALE.—One Troemner electric coffee mill, double hopper (pulverizer not in best of condition), stands on floor; 500 volts direct current. Cost about $175, will sell for $50, delivered, as electric company, changing current, pays part of the loss. Address P. J. Leary, Conshohocken, Pa. 12

FOR RENT.

RENT.—Modern store, storage room, two fronts. Splendid chance for live grocer. Address 263 S. Tenth St., Philadelphia. 9

MISCELLANEOUS.

FOR SALE.—1914 Ford touring car; has been run less than 2,500 miles; tires good, varnish bright as new, all in first-class condition. Address Box 847, North Girard, Pa. 14

FOR SALE CHEAP.—On account of not delivering any more goods, two grocery wagons, one buggy, double and single harness, blankets, farming implements. All in good order. Address N. Shafer, 413 Hudson St., Hackensack, N. J. 10

FOR SALE.—Two direct current, 220 volts, electric ceiling fans; just overhauled and in excellent condition. Would not sell, but for the fact direct current has been discontinued in our section of the city. Cost $35 apiece new, would sell for $7.50 each, f. o. b. Trenton. Address Geo. Minschwaner, Centre and Ferry Sts., Trenton, N. J. 10

HELP WANTED

WANTED.—Young man with knowledge of grocery buying for chain of stores in the West. A good opportunity. State age, experience and salary. Address M. R., care Grocery World Publication Co., 927 Arch street, Philadelphia.

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

PATENTS

and Trade-marks procured promptly —and properly in all countries—

Davis & Davis, Washington, D. C.

They All Come Back for More

¶ In selling necessities of life a little at a time to lots of people, you get your customers to call at your store frequently.

¶ That's one of the big advantages you secure in handling

Fleischmann's Yeast

Everybody Knows Ther

Knight's Flavoring Extracts ha been pleasing epicures throug out the United States for fifty-nin years. The name Knight on a extract package is a stamp of ex cellence. Thousands of familie can be induced to use nothing else Most grocers sell them; if yo don't, do so now and you will fin that the goods not only sell them selves, but that your extract trad will increase. You cannot make better profit on any first-class brand

KNIGHT

Cooking Extract Co

No. 211 ARCH STREET

PHILADELPHIA, PA.

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

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Written for the "Modern Merchant and Grocery World."

Another View of the Fixed Price Problem

Secretary of American Fair Trade League Comments and Disagrees With Recent Article in This Paper. Says Consumers Benefit by One-Price-to-All, and Only Trade Pirates Benefit From Price Cutting.

My attention has been promptly called this morning to the editorial comment in your issue of to-day on the quotation which you make of the Philadelphia "Record's" comment on Mr. Henry Ford's standard price policy.

Your Mr. Buckley has been so long a student of trade problems, and he is so generally regarded as an authority on many commercial questions, that failure to "go after" the Philadelphia "Record" is almost incomprehensible. I am almost forced to the conclusion that he personally did not write the comment on the "Record" editorial.

May I take the liberty of discussing the "Modern Merchant and Grocery World's" comment, and in that way endeavor to dispose of the Philadelphia "Record," which your editor says is hard to get away from, but to my mind is quite easy?

You state that "the manufacturer who sells 1,000 cases of his product at the same price that he sells one is benefiting two people. One is the one-case buyer, who is thereby saved from the undue competition of the larger buyer, and the other is himself, for the reduction which he would ordinarily make to the large buyer of course goes into the manufacturer's own pocket when he cuts that reduction off."

You can only make this deduction—you can only reason as you do—by eliminating and taking no stock of competitive conditions, otherwise you would concede that no manufacturer can collect for long any unreasonable margin of profit, and that the surplus which is saved from the unfair price previously given to the big operator would either go into increased quality in the goods to meet similar competition or into a lower scale of prices, if that be the direction market methods take.

On the other hand, you, as a practical man, know that the facts of present conditions are that many manufacturers are giving mail-order houses, department stores and chain stores tons of goods at practically cost for the sake of volume, and making their living out of the increased price which they are forced to lay on the back of the helpless, smaller independent dealer.

I do wish I could get you to take your glasses off and look at the bare inequity and injustice of the whole system of quantity discounts as it actually works. You know as well as I do that instead of quantity discounts representing the actual difference in selling and distribution, they are arbitrarily forced to many times this difference by pure coercion and intimidation of weak manufacturers seeking outlet for volume.

The ones who really and only profit by the present system of quantity discounts are the pirates of trade, with whom you have heretofore expressed no sympathy, and whose half defense by your paper now is somewhat discouraging.

EDMOND A. WHITTIER,
Secretary American Fair Trade League.
New York, N. Y.,
March 1, 1915.

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa., March 5, 1915.

The following communication favoring the passage of the proposed new cold storage food law has been placed in the hands of every member of both Houses by George M. Baer & Co., commission merchants, 25 South Water street, Philadelphia:—

> Will you kindly permit us to call your attention to the unfair and unjust provisons of the cold storage law of this State as it applies to our business.
>
> The time limit is entirely too short, as the seasons of surplus production recur annually at about the same periods of the year, and the surplus production needs to be carried in storage at least from one period of surplus production until the next period of surplus production to be of any material advantage in keeping down the cost of the product during the time of light production.
>
> We assume that the time limit placed on keeping goods in cold storage is solely for the protection of the consumer, so as to prevent the placing of food articles on the market that are not absolutely wholesome. Therefore, as long as these cold storage goods are good and wholesome, there should be no restriction whatever on the time limit for their sale, and it has been proven that articles of food, such as butter, eggs, beef, etc., that are frozen at low temperature and kept so frozen, will be good and wholesome for an almost indefinite period of time.
>
> The taking away from the markets of any quantity, no matter how small, of good and wholesome food products, simply because of a time limit set arbitrarily for their sale, will lessen the supply and certainly have a tendency to increase the cost of these products to the consumer.
>
> If for any reason any food products held in cold storage for any length of time are not good and wholesome food, we have ample laws, other than the cold storage law, both local and federal, to prevent their sale to the consumer. Therefore, we hold there should be no time limit placed on any of these articles for their holding in cold storage.
>
> The markings required under the present law are very unfair and unjust to the citizens of this State doing business here, and discriminate very largely against goods that are stored within the State in favor of goods stored in other States which do not require such markings.
>
> Our present law does not prevent articles that have been stored in other States, in all probability longer than the time limit under our law, from being shipped into this State and sold, not even as cold storage foods under our present law, but as fresh produced food products. These goods find a much better outlet even though they may have been in cold storage beyond the limit fixed by our law, for the reason that the packages carry no markings and therefore need not be sold under any restrictions fixed by our law. This fact makes unfair discriminations against the foods held in cold storage in this State under this law and against the citizens of this State who are engaged in the legitimate business of furnishing these products to the consumer.
>
> We assume that the markings required by the present law on food products stored in this State is for the purpose of advising the consumer that these goods have been in cold storage as compared with goods of the same kind that have been freshly produced.
>
> As the basis of prices of all commodities, including these food products, is fixed by the universal law of supply and demand, and the relative prices are fixed by the quality of the commodities, including these food products, therefore the quality alone of these foods which have been in cold storage and which are good and wholesome should be the basis of the relative prices of these foods, as compared with the fresh produced foods of the same kind; however, there seems to be an unfounded prejudice am many of the consumers against ticles of food that have been cold storage for even the shor length of time, so that these ma ings are an unfair discrimina against the foods that have been cold storage, when as a matter fact, during many of the periods tween the seasons of the flush p duction of these products, the go that have been in cold storage superior in quality to the fresh p duced goods during these perio Therefore, we hold that th should be no discriminating ma ings on food products that h been held in cold storage.
>
> We also wish to call your att tion to the fact that many ot food products, such as grain, t potatoes, apples, and other fr and vegetables which do not c under the provisions of this law, stored for an indefinite time with any restrictions whatever and wh constitutes an unfair and unjust discrimination against food pr ucts which come under the pro sions of the present law of State.
>
> Congress also has under cons eration a cold storage bill apply to food products which, if enac into law, will make void all St laws in confliction with it, especi as applied to interstate comme on these commodities.
>
> We also make the assertion w out fear of successful contra tion, that the present cold stor law of this State, which has b in operation nearly two years, not been of any benefit to a sin citizen of the State, either in way of lower cost of living or c serving his health, but has b harmful to all the large number citizens engaged in the business storing and supplying these prod to the consumer.
>
> In view of the above facts, would ask your support and operation in having this cold s age act repealed at this session the State Legislature.

* * *

The new cold storage foo has been reported to the Se with a favorable recommenda by the committee to which it referred when introduced.

* * *

Repeal of the law which req payment of mercantile license corporations and associations w pay a State corporation tax wa vocated before the House W and Means Committee by com tees of merchants. The spea included Calvin M. Smyth ar K. Tryon, Philadelphia; Georg Wray, Altoona, and J. Schwarz, Harrisburg. This w support of a bill now pending solving corporations which p State tax from the payment mercantile tax.

* * *

The Philadelphia Board of has protested that the present storage food law has been a m of driving business from the S in its competition with more li laws in adjoining States. The

(Continued on page 16.)

Here is Something More About the "American Grocers' Society"

orporated for $100,000 With Only $1000 Paid In. Has Sold $700 Worth of Stock. Has No Warehouse and No Stock and Only Occupies Desk Room in an Office Building. Gets All Goods It Sells Through Its Treasurer, a Member of a Jobbing House.

response to very many re- ts, we herewith present some entic information regarding "American Grocers' Society, " Room 420 Essex Building, ark, N. J. This concern is ing its stock to retail grocers, price to be payable in four ths. The bait is the offer to well-known staples to stock- ers at actual wholesale cost. "Modern Merchant and Gro- World," in answer to many in- ies, has advised against the me because there appeared to obody of any special substance nd it, and moreover it was nising to do, as an inducement subscribe, what it obviously d not carry out and live. Let ee if the result of the "Modern chant and Grocery World's" investigation confirms this opinion.

The officers of the "American Grocers' Society, Inc.," are as follows: President, Geo. W. Ritter; secretary, Lloyd Curties, and treasurer, Barnett Warshemsky. The latter is connected with S. Warshemsky & Son, small wholesale grocers at 90 Commerce street, Newark, N. J. Ritter is a coffee broker and has been connected with some New York jobbing houses. Curties is an advertising writer and promoter.

The company was incorporated some months ago with $100,000 capital, of which only $1,000 was paid in in cash. Its stock is $12.50 per share, and all told $700 worth have been sold. There is not a dollar's worth of merchandise stock, and no assets outside of the above. All the stuff that may be ordered from retailers who have bought stock on the strength of being offered staple goods below cost is gotten from Warshemsky & Son, who are putting it in to the customers of the "American Grocers' Society" about 7 to 10 per cent. below cost. How long they will be willing to do that after the customer has parted with all the money he intended to subscribe on the strength of it, can probably be calculated.

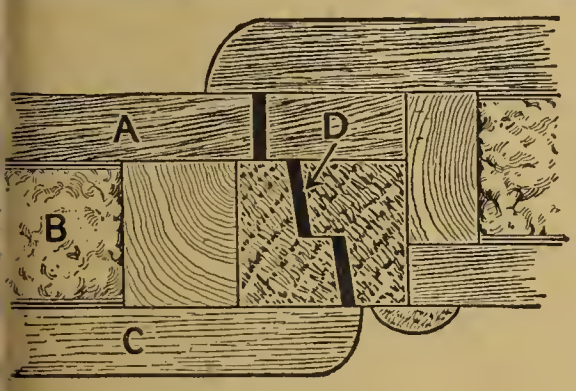
The concern merely has desk room at the Newark address.

WANTED USED NATIONAL CASH REGISTER
Must be modern, a check thrower, in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

Read The Advertising World
for new and practical advertising ideas in various lines of trade. Its dictionary of beadlines and ideas saves time for the busy grocer.
SUBSCRIPTION PRICE, $1.00 A YEAR
STAMP FOR SAMPLE
THE ADVERTISING WORLD, Columbus, Ohio

A FAVORITE DELICACY IN A NEW FORM

12oz CAN 90c Dozen 3 Dozen to Case
26oz CAN $1.80 Dozen 2 Dozen to Case
YOUNG PORK AND FANCY CORNMEAL
Good until used. Not affected by temperature changes. Extend the season by keeping it in stock
F. G. VOGT & SONS, Inc., Phila., Pa.



Look at This Refrigerator Construction and see how it affects you as a Grocer

¶ Don't forget that the character of your refrigerator directly affects your business and your profits. This is the sectional picture of the construction of the **Howe Sanitary Refrigerator.** "A" is solid heavy oak walls; "B" is granite rock wool lining; "C" is selected Washington spruce lining; "D" is the dead air space between the patented interlocking door and the wall, which is the only really sanitary construction. The construction of remarkable efficiency—eliminates all odor and especially all dampness. A box of matches kept in a **Howe Refrigerator** for thirty days will strike instantly.

¶ Price $50 to $150. Send for catalogue of Howe Refrigerators—as good as Howe Scales.

HOWE SCALE CO., 508 Market Street, Philadelphia, Pa.
We also sell a full line of Grocers' Fixtures.

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

You Can Increase Your Sales and Profits

¶ You can stimulate your trade and promote your business by using our "High grade—low price" Egg Cartons.

W. A. SCHURMANN & CO.
237 Diamond Street : Philadelphia, Pa.

The New York Letter

No Italian Embargo on Olive Oil. What the New Tariff Act Has Done to Food Imports; Some Almost Incredible Figures. Russian Prohibition and the Tea Business. Case on Trial to Decide Legitimacy of Saccharine in Soft Drinks.

Special Correspondence of "Modern Merchant and Grocery World."

New York, March 5, 1915.

The trade have been relieved during the week by the announcement issued by the Italian Chamber of Commerce of New York that the Italian Government had not, as reported, placed an embargo upon the export of olive oil. It was stated that while many products had been placed upon the embargo list, olive oil, cheese, tomato sauce and wine were still free and would continue to come to this country until further notice. One of the principal Italian products affected by the embargo is Italian macaroni, the prices of which advanced from 50 to 60 per cent. after the declaration of the embargo. Stocks of macaroni in importers hands in this city have become very much reduced. Owing to the very high price of wheat the American manufacturers have not been able to profit by the scarcity of the Italian articles as much as they otherwise would.

* * *

Some interesting figures have been obtained during the week showing the effect of the reduced tariff act for the first full year of its existence, 1914. The act has undoubtedly revolutionized business, particularly the export business, in certain food products.

Figures show that it has trebled the importations of fresh meats from such sources as the Argentine Republic and Australia. On the other hand it has reduced our own exports of meat. At the present time foreign farm products appear to be coming into American markets from all over the world, even as far away as China and Siberia.

The importation of cattle has increased from $5,296,296 to $19,650,903. In 1912 we brought in only $89,288 worth of sheep while in 1914 the importation amounted to $657,388. Imports of beef and veal have increased ten times under the new tariff act, increasing from between two and three millions to nearly $23,000,000. This is due to the fact that beef and other meats were placed on the free list. In 1913, under the late tariff act, only $46,931 worth of mutton and lamb were brought into this country. In 1914, under the new tariff act, the imports amounted to $1,824,160; the imports of pork increased from $36,726 in 1913 to $2,342,721 in 1914. The imports of both milk and cream showed enormous increases during 1914. In 1914 $1,670,522 worth of butter was brought into the United States, as against only $235,604 under the old tariff law.

One of the most sensational developments has been in the imports of oats. The old duty on oats was 15 cents a bushel. The new duty is 6 cents. During the last year under the old tariff act the imports of oats amounted to only 80,000 bushels, valued at $38,000; in the same number of months under the new tariff act we brought in 22,500,000 bushels of oats valued at $8,000,000.

The situation in potatoes is equally remarkable. The old duty on potatoes was 25 cents a bushel. The new duty is 10 per cent. ad valorem, with a permission for free entry of potatoes to countries that do not impose a duty on our potatoes. The imports of potatoes increased from 314,000 bushels to 3,630,000 bushels, which is an increase of about a thousand per cent.

The figures show a tremendous business done in Chinese eggs. During the first ten months after eggs were put on the free list, six million dozen came from foreign countries, mostly from China. This was an increase of 500 per cent. over previous reports under the old law.

Altogether the new aspect of business has been changed under the new tariff act, although there has been no disaster as yet, so far as anybody can say.

Butter is coming here from Canada and Argentine Republic, Siberia and several European countries, but the American producer is still getting a good price for his product.

An interesting feature of the war abroad is the extent to which the adoption of prohibition in Russia has affected our tea market. At the present time Russia has a standing order for about all the India-Ceylon teas that are available, and the Russian demand more than any other factor has pushed prices from 8 to 10 cents a pound above what can be considered a normal basis. The Russian people are drinking tea with the same immoderation that they formerly drank vodka, and it is believed that altogether the consumption of tea in that country will be one hundred per cent. more than usual. The Russians use Congou, which is hardly available now, and India-Ceylon teas. The American holders of these teas have made a big killing through the war. This has not been made by the direct sale of tea to Russia but by the advancing prices caused by Russia's purchases of these teas in other markets of the world.

* * *

The trade here is considerably interested in the experiment of the Great Atlantic and Pacific Tea Co., the Acme Tea Co. and one or two other chain-store concerns in establishing in this city and in certain portions of New Jersey what they call the "Economy Stores." A brief description of these stores was contained in a recent issue of the "Modern Merchant and Grocery World." They are operated entirely for cash, with only one clerk, who closes the store during the noon hour. There are no books and nothing except a cash register, and many of the customers wait on themselves; no gaudy fixtures and no elaborate attempt to display goods to the best advantage. For the most part the original case boxes are arranged around walls and the goods are sold from these. There is no deli There is no question that staple cles are being sold much ch in these "Economy Stores" has been the case anywhere even in the ordinary chain s which considered that they are ing close. There are no tr stamps given at the "Eco Stores."

* * *

The inquiry into the retail of bread, and whether there conspiracy among bakers and cers to put it up, still conti The Attorney-General will con his efforts to learn why the largest wholesalers—the Baking Co., the General Baking and the Shults Bread Co—ju the price on the same day.

He will also try again to disc whether boycotting and intim tion of retailers who did not to raise prices have been reso to by some wholesalers.

* * *

A special meeting of the York Association of Manufac ers' Representatives was held Wednesday afternoon in the ass ation rooms at 100 Hudson st The attendance was large and thusiastic. Three new mem were admitted and an election to fill several offices made vacan recent resignations.

The personnel of officers is follows:—

President, Mr. R. A. Warner the H-O Co. Mr. Warner was retary and treasurer of the asso tion in 1911, its president in 1 served on the Executive Commit in 1913, and is accordingly as th

The Week's One-Time Ads.

There are two little ads. in this issue that I want everybody to see. Mainly because I am taking care of them and I have told the advertiser that a one-time ad. in this paper will be seen and maybe answered.

One is the advertisement of Robert Norton & Co., of Attica, N. Y. —that good old cheese house that everybody knows. Messrs. Norton & Co. are advertising "Norton Pineapple Cheese" in their one-time ad., and I'm in hopes it will make somebody who reads this paper want to handle it. One thing I know—that no pineapple cheese made in this country compares with Norton's. You fellows who like to have the best ought to get in to with it, if you're not already.

* * *

Next comes my old friend G Kinsey, the Finnan Haddie Kin Paterson, N. J. You've heard Kinsey's Red Tail Finnan Hadd There's something special about —grocers say they can sell it rig along where they couldn't sell a finnan haddie before. Mr. Kins won't tell me what it is, but I i agine it's in the cure somewhere. you once handle Kinsey's, you never go back to the other. R member the address—277 Riv street, Paterson, N. J.

JIMMY MANDER.

ghly posted on association work he is well known to jobbers and tailers. His record as a worker association matters is responsi- e for his re-election to this im- rtant post, an honor never before nferred by the association. With e guiding hand of so able an ex- utive, the members may look for- rd to a prosperous and busy year.

Vice-president, Mr. W. S. Cor- tt, the hustling and progressive presentative of the Ritter Con- ve Co.; secretary of the New rk Association of Manufactur- s' Representatives in 1913; known all the trade.

Secretary and treasurer, Mr. J. Kampf, representing the Van mp Packing Co., who is noted r his capacity for detail work, and s before him enough to do to ep him busy.

Executive Committee, Mr. E. M. undy, of Potter & Wrightington; r. E. J. Herter, of American neyard Co.; Mr. F. E. Lawrence, Cruikshank Bros. Co.; Mr. K. MacNeary, of Williams os. Co.; Mr. S. A. Winkler, of C. Tomson & Co.; Mr. H. S. ires, of Charles E. Hires Co.

All representing national houses. In addition they are personally as well-balanced and popular a combination of men as could be elected.

Reading of minutes, reports of officers, unfinished business were taken up in order and duly disposed of. After this short addresses were made by some of the officers and motion to adjourn followed.

* * *

There is an interesting case on trial here now before the Court of Special Sessions. The defendant is the Excelsior Bottling Works and the complainant the City Board of Health. The question involved is whether or not the Excelsior Bottling Works violated the law when it used saccharin in soda water instead of sugar. The bottling works contends that there was no violation of the law because its label bore the inscription "Sweetened with sugar and 1-100 of saccharin." Testimony has been given and will be given to the effect that saccharin when used in such a quantity is not harmful.

The report of the Remsen Board to the same effect will also be used. The Remsen Board decided that a person may consume 3-10 of one grain a day without suffering any bad effects. The bottling works will also contend that soda water is not a food and therefore is not amenable to the food law in this respect.

Summarized Market Conditions.

Tea active, with Ceylon-Indias and Formosas in the lead. Formosas show an advance of about ½ cent in first hands. Ceylon-Indias and Congous are scarce and very high, and the demand for Formosas particularly good, because those teas will be taken as substitutes for the others. Russia is a large tea buyer at present.—Coffee dull and weak. Futures are dull and slightly easier for the week. The supply of spot coffee large and prices in buyer's favor. No material decline for the week.—Raw sugar has eased off during the week and closes the week a little firmer on large French purchases. Refined unchanged and in quiet demand.—Canned vegetables unchanged on last week's basis and in quiet demand. Tomatoes slightly weaker.—Sultana raisins ½ cent higher. Other dried fruits unchanged and quiet; 1915 California prunes are being offered but buyers are not interested.—Wheat shows a very heavy decline for the week and the market closes at slightly less than $1.40 a bushel. This is about 26 cents below the highest point and is due to foreign war complications, principally the expectation that Russia will be able to ship wheat out and thus supply part of the foreign demand.—Flour shows a decline of about 50 cents per barrel in sympathy. Trading is dull and the general tone of the market sluggish.

Wanted—a Used Keith Credit Register

Give full specifications, including year purchased, type of register, condition and price wanted, also cost price. Address "R. O.," Modern Merchant and Grocery World.

Advise Your Customers
That by using
MAPLEINE
as a change of flavor, desserts and dainties will taste different and better.
ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.
CRESCENT MFG. CO.
SEATTLE, WASH.

19

Nothing steadies the market for an article like the same price for it year in and year out. Nothing unsettles it like constant fluctuations.

The steadiest products in the world are nationally advertised products. They change last of all, and only when there is positively no alternative. How many have changed in the last unsettled six months?

Unknown brands change ten times as often.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

WITH THE EDITOR

The Advantage of Knowing What You Are Talking About.

There is so much ignorance in the world, and it is so constantly on exhibition, that if by some miracle it could be eliminated, the world would seem a bare and empty place. Read the following letter, which was received during the week by a Chicago manufacturer from an Eastern firm of retail grocers:—

———, Pa., March 2, 1915.

Gentlemen:—Your circular ad. referring to increase in price of ——— at hand.

We desire to enter our most earnest protest against any increase in the price of these goods. We consider it an outrage, and tell you frankly that we shall cut the goods from our shelves as much as possible by educating our trade to use other goods. Grains are not going to always be so high in price as they are now, and your profits must be great, even at the cost of to-day.

Very truly yours,

* * *

We withhold all names because we are publishing the letter merely to emphasize a principle.

The facts that led to the advance which this retailer complains of are as follows: The raw material entering into this product has advanced almost 100 per cent. The manufacturer did not advance his price until his supply of raw material, bought at former prices, was gone. No manufacturer of a proprietary article advances its price until there is absolutely nothing else to do.

Some advances in price are more than justifiable—they are unavoidable. Did the retailer who wrote this letter advance his sugar prices last August and September? Has he advanced the price of his flour? If he had to replenish his stock at the higher market he was absolutely warranted in advancing his own prices correspondingly, and we have no doubt that he did. Certainly he was foolish if he did not.

Many persons consider any advance in the price of a commodity, which they have to buy, an outrage, and declare it to be such in vigorous terms, but how many of them know anything about it? How much did this grocer's customers know about the real reasons for his advance in sugar last fall, or his advance in flour now? How much does he know about the real reasons for the manufacturer's advance of which he complains? Probably the answer to all these questions is "nothing," and it follows that when people don't know what they are talking about they ought to keep their mouths shut.

"The Thinkers Are the Chewers."

A subscriber sends us a copy of a Liggett & Myers tobacco advertisement reading "The Thinkers of the Country are the Tobacco Chewers," and writes on the side: "Cannot agree with this heading." Neither can we. If a tobacco chewer succeeded in life—and undoubtedly many of them have—it was in spite of the habit, certainly never by reason of it. What is there in the chewing of tobacco to help a man do anything, except to make himself offensive?

The writer has many friends who chew tobacco even in their sleep, and he thinks no less of them because they are chewers. Nor do we believe, necessarily, that they would be any better business men if they did not chew. What we do feel sure of, however, is that they would not be any *worse* if they did not.

Fools!

In New York City they are investigating and threatening retail grocers who sell bread, as well as the big bakers who make bread, for advancing the price from 5 to 6 cents per loaf. From the evidence we have seen, the effort has not been to learn if there was any reason for the advance, but merely to learn whether there was any concerted plan among the makers and distributors to advance.

Remembering that flour, of which bread, we believe, is mostly made, has advanced something like $2 per barrel—perhaps 33⅓ per cent.—we would like to respectfully ask why bread should not advance? Is there any law, moral or legal, why a man should go on making something at the same old price after his raw materials have advanced *one-third*? That is precisely what these fools seem to think—that a man who fixes a price, basing it of course on conditions existing at that time, has no right to change it *forever*, no matter how much conditions change.

Louis J. Kolb, the Philadelphia bread baker, said last week that if he hadn't had the foresight to buy flour when he did, his Philadelphia business would be losing *Ten Thousand Dollars* a week, if he continued to sell bread at the old price. But what of that, say the investigators? The main thing to them is that the price should not advance.

Perhaps these idiots would prefer the price being fixed so high originally so as to take care of even the wildest fluctuations in raw materials.

What's in a Name.

There is much in a name, that is, in some names. Sometimes there is a great deal of delusion in it. The business man who does not realize this when he is measuring the quality of merchandise, is liable to make some mistakes.

Not long ago a manufacturer of a well-known cereal product was trying to get his brand into a large Philadelphia retail store. Call this manufacturer Jones. The buyer was featuring the brand of another manufacturer—call him Smith—and while personally favorably disposed toward Jones, said that he was afraid to stock the latter's brand, because all the store clerks agreed that it was not as good as Smith's, and a small experience they had had with Jones' some time before had led to complaints from customers. All the clerks advise the buyer not to stock Jones' brand on this—certainly weighty—account.

This was something like a stone wall, but to get over it Jones arranged a blind test of three brands—his own, Smith's and another. Cartons were emptied into dishes and a private identification memorandum kept. Not even the buyer knew which was which.

The buyer tasted first. He picked Jones' brand as the best, and Smith's third. The dark horse was second. Next came the clerks, about ten in all, if we remember rightly. All but one picked Jones' brand as the best, but most of them loudly asserted that "they knew right away it was Smith's."

When the show-down came there were some humiliated people in the store, but Jones' brand was instantly stocked, and thereafter regularly sold. There was never again a whisper about its quality. Jones had demonstrated in five minutes that with other important things that are in a name, there is often delusion in it. Incidentally, there is nothing equal to the blind test as a determination of the quality of merchandise. Often this test produces startling and disappointing revelations. Turn a thing out in a dish stripped of its fine labels and the glamor of its manufacturer's name, and it stands naked with nothing to commend it but its merit.

ASSOCIATION NEWS.

Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association.

The programme for the ninth annual convention of the Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association at Hotel Casey, Scranton, on March 10th and 11th is as follows:—

WEDNESDAY, 2.30 P. M.

Convention called to order by the president, F. B. Reeves, Jr.; invocation, Rev. William B. Beach, D.D.; address of welcome, Mayor E. B. Germyn; address of welcome, chairman local committee; roll call; reading of the minutes; annual address, President Francis B. Reeves, Jr.; introduction of visiting jobbers, report of secretary and general manager, report of treasurer, Chas. Y. Fox; greetings from the National Wholesale Grocers' Association, Alfred H. Beckmann, New York City; address, Hon. James Foust, Pennsylvania Food Commissioner; introduction of manufacturers (responses limited to three minutes each); announcements, John T. Porter, chairman local Committee of Arrangements.

WEDNESDAY EVENING, 8 P. M.

The convention and its friends will be the guests of the Scranton jobbers, who are preparing a pleasant evening of entertainment.

EXECUTIVE SESSION, THURSDAY, 9 A. M.

Report of Executive Committee, J. Grant Schwartz, chairman; "Short Accounts Make Long Friends," Charles M. Stauffer, of J. A. Eberts & Co., Bethlehem, Pa.; discussion, "Are Your Prices Right?" Robert G. Bursk, Philadelphia; discussion, "Modern Merchandising," W. D. Simmons, president Simmons Hardware Co., St. Louis, Mo.; discussion, "A Walk Through the Store with an Order Sheet,"

ıy Davies, of the H. G. Tombler cery Co., Easton, Pa.; discus-, "Return Goods," John C. n, of the Ryan-Correll Co., ıstown, Pa.; discussion, new ness.

N SESSION, THURSDAY AFTERNOON, 2 P. M.

ddress, George N. Numsen, dent National Canners' Asso-on; "Possibilities," F. A. Aplin, he J. K. Armsby Co.; "Duplex hod of Cost Accounting," R. E. s, president Ohio Wholesale cers' Association; "Two Looks: kward, Forward," James Hewitt, H. Kellogg & Sons, Philadelphia; rvice," Walter B. Cherry, presi-American Specialty Manufac-rs' Association; Question Box, harge of Fred. R. Drake, Eas-Pa.; report of Resolutions ımittee, H. G. Kurtz, chairman; ort of Committee on Nomina-s, Charles Y. Fox, chairman; tion, introduction of new offi-

THURSDAY EVENING, BANQUET.

peakers: Judge H. M. Edwards, ınton, Pa.; Dr. Carl L. Alsberg, shington, D. C.; Dana T. Acker-New York City; Fred. Mason, gara Falls, N. Y.; W. D. Sim-ıs, St. Louis, Mo.; Rev. William Beach, D. D., Scranton, Pa.; ıuel M. Clement, Jr. (counsel), ladelphia. Toastmaster, Francis Reeves, Jr.

e local committee of arrange-s comprises W. H. Chandler, Eberts, Willard Matthews, J. Villiams, D. G. Davis, B. L. is, Jerome Rice, L. P. Zeider, John T. Porter as charman.

Written for the "Modern Merchant and Grocery World."

This Retailer Did Twice as Much Business After He Changed to Cash

Tells Interestingly How He Did It. Plan, Which Has Been in Operation Since 1905, Comprehends Giving Clerks One Per Cent. of Sales That Exceed Normal Business.

I fully believe that the main reason so many merchants just barely make a living, or fail to make a real success of their business, is because they fail to get the hearty co-operation of their help.

The merchant feels and knows that he is paying all that he can afford to, and the clerk feels that he is not getting what he ought to get, also that he does enough for the pay he receives, so he does his work in a half-hearted way and the store does not prosper to a marked degree.

Now because I have solved that important problem I want to tell my fellow merchants how I did it, and my plan is so flexible that any good merchant can adapt it to his own needs.

Let me say right here that I did a credit business for thirty-five years with sales from $16,000 to $19,000, one-half credit, but ever since 1905 I have done a spot cash business in the same store, and last year my sales were $38,000. I expect they will be more in 1915.

I have put before my three clerks what I call my normal schedule, which is as follows:—

January	$2,100
February	2,100
March	2,200
April	2,200
May	2,100
June	2,200
July	2,300
August	2,500
September	2,800
October	2,800
November	2,800
December	2,900
Total	$29,000

I say to my three clerks, each of them, "you shall have one per cent. on all sales the house makes that exceed the normal schedule, no matter who makes the sales. This is to have nothing to do with your salary whatever." This bonus is paid to them monthly, but if for any reason the sales fall below the schdule that loss must be made up before any bonus is paid.

This plan makes a mild form of partnership. It produces team work. This present month of February the schedule was reached on the 20th. I said to the help, "Our schedule is now reached For the rest of the month every time the register rings it rings for you. Sell all you can, the more I have to pay you the better I like it."

Don't you believe a customer is neglected that comes into our store! some one gets there quick. Then again the help see to it that our memorandum of needs is attended to. They know if we do not have the goods they cannot make sales.

Because this plan succeeds many ought to use it.

CENTRAL NEW YORK.

———, N. Y., March 3, 1915.

There Is But One Standard Butter Color

In all parts of the country when there is no grass for the cows, shrewd dairymen use

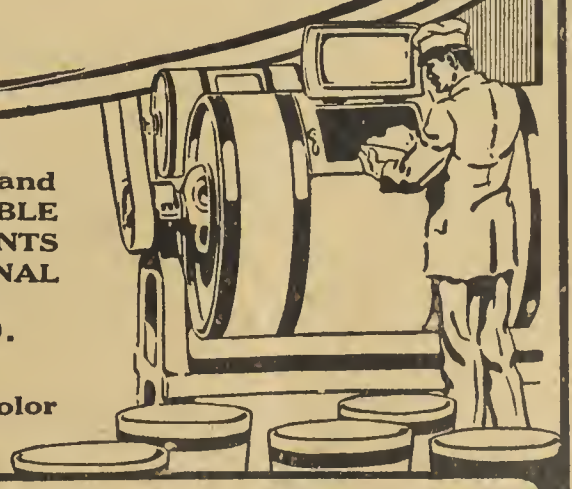
Dandelion Brand Butter Color

They know it to be the best butter color on the market, and that it adds enough weight to pay for itself.

Keep a full stock on hand.

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand Butter Color

The color with the golden shade

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Who Knows This Cotton Batting?

———, Pa., March 3, 1915.

To the Editor.

Dear Sir:—Do you know where I can get this brand of cotton batting of which I am inclosing the wrapper?

Yours truly, F.

The brand referred to is "The New Large O. K." No manufacturer's name appears on it, and it is probably some jobber's private brand. Perhaps some subscriber knows about it.

* * *

Advice Wanted of Two Schemes.

Minneapolis, Minn., Feb. 25, 1915.

To the Editor.

Dear Sir:—Would appreciate your advice as to the reliability of the H. F. Barber Co.; also your opinion as to their ability to give investment advice as per their inclosed circular.

Also your opinon and advice in regards to the inclosed explanatory book and circular from the Donald-Richard Co. We run a very complete variety department in connection with our grocery, so these goods are in our line. What I am in doubt about is the advisability of stocking so large a quantity of these goods, as our experience so far has not shown a very large demand for same. What do you think of their selling plan?

Thanking you for any information, etc., that you will give, I would appreciate very much to receive a personal reply from you if at all possible, otherwise will look for said reply in an early issue of the "Modern Merchant and Grocery World." Yours truly,

MARTINSEN GROCERS.

Messrs. H. L. Barber & Co., Great Northern Building, Chicago, are a typical stock promoting concern—typical because it is even not listed in Bradstreets, to say nothing of being rated. It is offering stocks in the "U. S. Gold Corporation" at 50 cents per share. We have looked over the alluring red and yellow literature about the "U. S. Gold Corporation," and it has made such a deep impression on us that we advise Mr Martinsen and everybody else not to touch it with a 10-foot pole. It seems a typical cheap gold mining scheme.

We also advise against doing business with the Donald-Richard Co. Something about this concern's methods was published in a recent issue. It is one of a group of scheming concerns, some of which sell jewelry and some of which sell perfumery, all on some kind of a plausible scheme, which usually includes various guarantees. The weakness of the scheme—this applies as well to the Donald-Richard scheme as to several others—is that everything is done to get the buyer to sign a form at the bottom of the order blank which is virtually a promissory note. As soon as the Donald-Richard Co. gets this paper in its possession, it transfers it to a bank and the bank collects it at maturity, whether the "guarantees" of the Donald-Richard Co. have been carried out or not. We advise dealing with no concern that resorts to such methods. If you believe the Donald-Richard Co.'s scheme would help you, better submit their contract to your lawyer before you sign it, and under no circumstances sign anything like a note.

The Donald-Richard Co.'s name does not even appear in Bradstreets.

* * *

Wants a Good Book on Groceries.

Chateau, Mont., Feb. 23, 1915.

To the Editor.

Dear Sir:—I would very much like to increase my knowledge of the goods I handle and thought you would be able to give me the information. I would like to get a good book on groceries, giving grades of different articles, the process they go through, also on the different common goods on the dry goods side, a book on shoes and gentlemen's furnishings. Also is there any books on window display and interior store decoration? Anything you can do for me will be greatly appreciated.

Yours truly,

WALTER S. BAKER.

"The Grocers' Encyclopedia," Artemus Ward, publisher, 50 Union street, New York City, is a good book. It costs $10.

* * *

Wants a Paper Cutter.

Federalsburg, Md., Feb. 25, 1915.

To the Editor.

Dear Sir:—Please advise where we can purchase 24-inch Queen paper cutter. Yours truly,

LONG BROS. & Co.

Garret-Buchanan Co., 24 S. Sixth street, Philadelphia, Pa.

* * *

Proposed Pennsylvania Trading Stamp Legislation.

Pittsburg, Pa., March 1, 1915.

To the Editor.

Dear Sir:—Will you kindly publish a correction of your statement in the March 1st issue of the "Modern Merchant and Grocery World," viz.: "Another bill to knock out trading stamps has been introduced in the House by Mr. Walton. It is Bill No. 433 and it takes the place of the bill which the Pittsburg retail trade is backing and which was introduced in the House several days ago. Bill No. 433 is the Pittsburg bill, with certain changes."

Neither this Bill No. 433 nor the bill first introduced, No. 149, was or is the bill of the Pittsburg Retail Grocers' Union. Their original bill has never been introduced, for the reason that Mr. Walton introduced his bill, H. No. 149, without the knowledge of and before the Pittsburg merchants were ready to introduce their measure, and the new bill, H. No. 433, is simply Mr. Walton's original Bill No. 149, with a few amendments or changes. *Our bill has never been introduced.*

In your editorial comment on same you show you either have not read this bill carefully or you wilfully place a misinterpretation on same. Bill No. 433 includes stamps, coupons, certificates, cards, tickets or *any similar device* given free with merchandise and redeemable in or accepted for money, merchandise, personal property, etc. This would include *savings checks,* etc. Then you say further that the license would apply only to the trading stamp companies; the act reads, "*No person* shall *sell, give* or *furnish trading stamps, etc., in* or *with* a sale of merchandise without said person obtain a license," and this certainly applies to *every person* from the stamp company down to the retail merchant who gives the stamp to the consumer. It cannot be interpreted otherwise.

It seems to our members that from the tone of the articles you publish in reference to the bills we are trying to have passed that you are opposed to any legislation in favor of the retailer. This refers to the garnishee, stamp and mercantile tax acts.

Yours truly,

RETAIL GROCERS' PROTECTIVE UNION.

C. A. Bell, Secretary.

As to whether the trading stamp bill now pending in the Pennsylvania Legislature is or is not the original measure prepared by the Pittsburg Association, we of course do not know. Neither do we care especially, since the bill now pending is practically the same bill as was published in this paper several weeks ago as the bill prepared by the Pittsburg Association. Moreover, it has apparently been accepted by the Pittsburg Association as a substitute for its own bill, and representatives from Pittsburg have appeared in Harrisburg and spoken for it.

Contrary to Mr. Bell's belief, we did read the bill carefully before discussing it, and we believe we know what it means, under the law, and what it will do. Section 2 provides that "no person shall sell, give or furnish trading stamps *intended for use in or with the sale of merchandise* unless the person selling, giving or furnishing trading stamps shall have obtained a license therefor." We believe that this language, no matter what was intended, restricts the operation of the bill only to concerns that sell trading stamps to others. If the bill had been intended to tax merchants who gave stamps with merchandise, it would have been worded something like this: "No person shall give or distribute trading stamps with merchandise unless such person shall have obtained a license therefor." The description in the bill of the persons who are to be taxed as those who "sell, give or furnish trading stamps intended for use in or with the sale of merchandise," clearly means dealers in trading stamps rather than users of trading stamps.

If the bill really did intend to impose a tax of $2,000 on retailers distributing trading stamps, it would be bad under the many decisions that a tax must not be so large as to destroy a business. Of course, when imposed against a retailer distributing probably $200 worth of stamps in a year, it is not debatable that a tax of $2,000 is unreasonable and is intended solely to destroy his business.

The language quoted by Mr. B from Section 1 merely provides a de nition for what "trading stamps" sh mean when the words are used throug out the act. It has nothing whatev to do with the argument here made.

As to whether the "Modern Mercha and Grocery World" believes in ga nishee, stamp and mercantile legislatio the "Modern Merchant and Groce World" believes in legislation th promises to help the situation to whi it will apply. It does not believe in t ill-considered butting of one's he against a stone wall. Moreover, proposes to say what it thinks ab proposed legislation affecting its su scribers, whether the opinions expres please our good friend Bell or not.

* * *

To Buy Pasteboard Boxes for Butter.

Rebersburg, Pa., Feb. 27, 1915.

To the Editor.

Dear Sir:—Will you kindly write c inclosed card and mail the names concerns manufacturing pasteboa boxes big enough to ship 30 pounds butter? Yours truly,

S. A. BIERLY.

Try Crescent Corrugated Paper Pro ucts Co., 449 N. Fifth street, Philade phia. Ordinary pasteboard boxes wou not be strong enough. A corrugate box would be better.

* * *

To Sell Baled Waste.

Carlisle, Pa., March 2, 1915.

To the Editor.

Dear Sir:—A. M. Schaffner, Hanove dale, Pa., would like addresses of firm who will buy baled waste paper. Kindl furnish him addresses in next issue u der "Correspondence Department."

FRED. W. WILLIAMS.

Penn Paper and Stock Co., Marsha and Willow streets, and Coll Paper Co 305 Florist street, both Philadelphia.

* * *

Pending Laws Adverse to Retailer

Baltimore, Md., March 4, 1915.

To the Editor.

Dear Sir:—Inclosed please find cop of some information with regard to pro posed legislation bearing adversely o the general merchant and grocer in th different States.

This is a long way from all of th bills that have been entered in the Leg islatures having the same effect, bu these serve to show the general typ of this class of legislation, some o which will, undoubtedly, get through, a no concerted effort upon the part o those opposed to it has been made t forestall it. We have, ourselves, don what we could in our limited way t oppose it, but the general merchants and grocers themselves will have to be much more active than they have been in the past if legislation against their interests and the interests of the community i not enacted.

Yours truly,

MCCORMICK & Co.

The information sent with the above is as follows:—

Idaho House Bill No. 211, by Mr. Peters, amending the pharmacy law, would prevent the sale by general merchants within two miles of a pharmacy of any drugs or allied lines.

It would also restrict general merchants outside of this radius in

FACTS vs. THEORIES

Some Merchants' Associations have passed resolutions against all forms of premium advertising—
That is a **FACT**

To haphazardly guess that all forms of premium advertising are harmful to the merchants—
That is a **THEORY**

To come to a conclusion without careful investigation and go on record thus: "Nothing you can say will change our opinion"—
That is **BIGOTRY**

To conclude that all forms of premium advertising are bad for the merchant because one plan may have proven so, is as unjustifiable as to say all men are bad because one man is—
That is **PREJUDICE**

To blindly follow the teachings of a leader on any important point, whose fallibility is proven by his mistakes—
That is **IDOLATRY**

It is bad for any man, regardless of his occupation, to be influenced by either Theories, Bigotry, Prejudice or Idolatry. No man should ever act until he knows. If he acts on another man's guess, he is unfair to himself—that alone is bad enough, but unfortunately, he is often unfair to others—and that is worse.

This is **A FACT**

Butterine is a good, clean, healthful food; it should be constantly used not only for these reasons, but also because it is economical. Thousands of people shudder at the word "Butterine" because the unfair and even dishonest methods often used to exploit it have put it under the ban; but the product itself is as good now as it ever was.

Premium advertising is in exactly the same category with many merchants, and for precisely the same reasons. Many unscrupulous persons have used the premium idea so that it worked hardship on the merchant, but the fault lay in its application—not with the premium advertising itself—that is as good for the merchant as butterine is for the people.

The business proposition, fathered by the *United Profit-Sharing Corporation*, is good for the merchant because it increases both his sales and his profits, without increasing his labors or his expenses. The conclusions that have been reached through Theories, Bigotry, Preiudice and Idolatry, are immaterial.

George J. Whelan of the United Cigar Stores Company might reasonably be considered a retailer, in that he has over 800 retail stores. His judgment might also reasonably be considered worth while by the merchant who has only one store, when it is remembered that all Mr. Whelan's stores are very successful.

This is **A FACT**

When Mr. Whelan started with one store, that store didn't grow to 800 by passing resolutions against all forms of premium advertising upon the strength of advice based on Theories, Bigotry, Prejudice and Idolatry—he attracted trade to him, and *kept it* by giving his customers full value and 8% discount on their purchases. The *United Profit-Sharing Corporation* plan means more business for the merchants pushing Trade-Marked goods carrying UNITED PROFIT-SHARING COUPONS. It means pleased customers, because all the goods carrying these coupons will maintain the quality which has made them famous. It means *no reduction in quantity* and *no increase in price*.

It means dividing the profit on the sale of these goods with the merchants' customers, and most important of all, it means—*increasing the merchants' profit.*

Any or all of the things which may be said to the contrary by those influenced by Ignorance, Bigotry, Prejudice, or Idolatry, can just as readily be proven to be—

THEORIES

If you want FACTS—not THEORIES—write to

United Profit Sharing Corporation

44 West 18th Street, New York City

the sale of ordinary household remedies, such as castor oil, turpentine, epsom salts, Bateman's Drops, Godfrey's Cordial, etc., and confine their sales of drugs to certain proprietaries.

This bill is bad and ought to be defeated in its present shape. No restrictions should be thrown around the sale of any of the ordinary household drugs in original packages by general merchants. Prompt action is necessary if this bill is to be defeated.

Iowa House Bill No. 290, by Mr. Taylor, is also a most unwise bill, and while not aimed directly at the general merchant and grocer, it is a bad bill in that it requires the publication of the formula on the package. It ought to be defeated.

Oregon House Bill No. 135 would prevent the sale by general merchants of drugs of any kind in any neighborhood in which there might be a licensed pharmacist.

This bill should also be defeated, and it is necessary to act promptly.

Montana House Bill No. 191, by Mr. Corwinn, would also prevent the sale by general merchants of any kind of drugs or allied articles in localities where there were licensed drug stores. This should be defeated.

We also call your attention to the following bills offered in the several Legislatures referred to, and which ought by all means to be defeated. Immediate action is necessary if this is to be done.

Oklahoma Senate Bill No. 176, by Mr. Risen, would necessitate the employment of a registered pharmacist in any grocery store or general merchandise place which handles even the ordinary household remedies, such as castor oil, turpentine, epsom salts, sulphur and the usual household preparations and proprietaries, unless such merchant were in the country and had a permit from his nearest registered druggist to sell these remedies. This would put the general merchant absolutely in the hands of the retail druggist, and the bill ought to be defeated.

Arkansas House Bill No. 351, introduced by Mr. Taylor, among other things would absolutely prevent any wholesale or retail grocer or general merchant from handling anything whatever in the drug line. This is a particularly vicious bill and ought to be defeated by all means.

Enclosed please find check for $3 for one year's subscription to the "Grocery World and General Merchant." I have taken it for more than twenty-five years and would be lost without it.—John H. Rice, Edwardsville, Pa.

NORTON'S
Pineapple Cheese

started the new year with a demand that taxes the facilities of the factory. For a century this nutritious food product has been made by practically the same formula, and all over the country are retail dealers who have been selling it for a generation.

MAKE A WINDOW DISPLAY OF
Norton's Pineapple Cheese

ROBERT NORTON & CO., Attica, N. Y.

Dry Goods—Notions—Knit Wear

Brief Comment on Materials and Markets.

Traders in the primary markets are closely watching the developments of retailing in cotton dress goods, and are endeavoring to decide what cloths are going to be worn most freely for the coming spring and summer. Cotton and silk specialties are selling strong, and there is an unquestioned demand for certain kinds of yarn dyed specialties of a sheer, dotted character. Some of the fine zephyr ginghams are being called for and white goods are moving fast. The probability that printed goods will be largely used in wash goods does not diminish any.

Advices from authoritative sources say black and white silks will be the prevailing fabrics for the coming season, with a military blue also appearing recently. Khaki is likewise claiming attention. Anyhow, reports say, no bright colors will be much in evidence, everything quiet and sombre for the entire year. This change has been brought about by the sorrows of the existing European war.

Business in the broad silk market was seasonably quiet last week, merchants neither appearing or placing orders by mail. With the current week it is expected a turn for the better will occur, both with retailers and jobbers. Narrow velvet ribbons, especially in black, are being called for and are said to be comparatively scarce.

Recently the trade was advised that certain brands of staple ginghams will be advanced ½ cent a yard. All prior orders are taken subject to production being unsold, and also to the ability of the mills to secure dye materials.

According to information received from Germany, wool prices are between 130 and 140 per cent. higher than before the war in Europe began. Raw material is hard to procure, because the wool supply is practically in the hands of the government. Germany has forbidden the exportation of goods weighing fourteen ounces and over.

Orders from merchants to jobbers are of remarkably small size recently in all lines of dry goods. Retailers are patiently awaiting the starting up of trade this month, in the meantime inventory taking and strengthening of staples are claiming their attention. There is an air of confidence, however, being shown in the future quite in contrast to the gloomy views and pessimistic predictions prevalent up to a month ago.

Made-in-America dress cottons were recently shown in one of the principal department stores of Philadelphia. They were very artistic in design and attracted a great deal of attention, not only on the part of the shoppers, but buyers from other establishments as well as leading jobbers. These goods usually foreshadow the lines which will be followed by styles during the coming summer. Not a few out-of-town merchants also inspected the fabrics with more than passing interest.

An auspicious feature last week in the primary market was the receipt from quite a number of merchants of requests for prompt shipment of goods.

The low prices on wide flannellettes will probably be reflected in lower prices for narrow jobbing styles and in lower quotations for cotton blankets. The latter bid fair to be in good demand because of the scarcity and high price of wool; stock in the hands of retailers being low.

In dress goods the call for coverts is becoming active. Many different grades are being offered, and the finest of them have already been purchased by merchants in a large way. There is every prospect that many of the low grades will be used freely, and some mills have brought out the best goods of the kind they ever made. There is a demand for quick goods in staples in tan and sand shades. Some of the staple serges are also selling steadily.

A notable line of blankets opened recently for the inspection of jobbers and merchants are chiefly of plaids of various sorts. In some of them as many as twenty different shades, all subdued in character, are used. In the cotton goods prices are about the same as last year. Blankets in which a large proportion of wool is used and on goods made entirely of wool prices are higher.

Considerable looking about is noticeable in the market by retailers for jobs of various kinds to be used in this season's customary sales. Buyers are not finding lots as plentiful as usual, as merchants from the interior towns principally had already scoured this field for holiday selling. Linens and dress goods are not being offered very cheap, and buyers, either principals or otherwise, who make offers are confronted with a firmness that is quite unusual at the close of the year.

Jobbers have been buying quite freely of the best-known branded lines in cottons. They have placed some unusual orders on certain of those cloths in both bleached and brown cottons, as well as on some of the standard lines of colored goods. The new range of revised prices on a lower level is responsible for the purchases. Many jobbers are ordering in goods 15 and 30 days before they are due, as merchants have also requested corresponding earlier shipments.

Underwear and sweater salesmen started out recently again to call on the retail trade to see what can be done in securing additional orders for fall delivery. Merchants have been exceedingly slow in buying these goods throughout the fall and early winter. Credit conditions have occasioned this dilatory tactics. Mill men declare the lowest prices to be expected on underwear, hosiery and sweaters have been reached. Buyers and retailers are of a different mind and want prices guaranteed, and this is where the hitch occurs.

Cotton worsted and cotton warp and worsted filled goods are expected to be in good demand during the next fall season. The former show slight reductions in prices compared with last year, while worsted filled fabrics probably will show no marked change.

As manufacturers view the cotton markets now, there is less likelihood of extremely low values in cloths than there was two months ago. In fact, there is an underlying belief that prices on cottons have touched bottom.

New colors in broad or dress silks for next season, in addition to the frequently mentioned gray or sand and putty, Belgian or electric blue and old rose and tete de negre or nigger head, are also mentioned. Merchants are buying cautiously of all novelty effects.

Coverts are wanted in a stronger way than any other dress fabric at present. Gabardines may be classed next in favor, and are a good second choice. Fancy and rough mixtures in cloakings are preferred at present and are expected to be good also for next season. Mackinaws are strong and look good for the future, even at advanced prices.

In cotton underwear lower prices will prevail than for many years, which allows a radical increase in the margin of profit which may be distributed between jobber and retailer. As for orders, the road men say they might as well have saved traveling expenses by staying at home. Judging from jobbers statements and their attitude in the past, they will continue to operate in a hand-to-mouth manner on hosiery, waiting until general merchants place a certain amount of business with them, or it is actually in sight before covering in the primary market. This will give rise to a spurty demand, with hurried deliveries, as occasion arises. It is unsatisfactory to all concerned, but is a fair reflection how retailers are proceeding. Evidently next to no stocks at all are being carried by the latter. Permanent improvement and broadening can be hoped for only when general business grows better.

Run on Staple Dress Goods.

Retailers from everywhere have been the active factors in the markets all last week, and they are expected to be steady buyers for several weeks to come. Worsted dress fabrics of a staple character are now being advanced. The tendency of producers of woolen goods of all kinds is toward higher prices regardless of the restriction in the volume of business due to general causes. A large yardage of material required for skirts and other reasons are leading to heavier orders for dress goods. That there will be a substantial distribution of many silks because of the very attractive prices offered seems well fixed in the minds of conservative merchants.

Prints continue in light but steady demand. Ginghams are selling right along. Bleached cottons are strong. Brown cottons and similar goods are also being bought by general merchants

to strengthen their stocks. There is a distinct improvement in the call for fine and fancy cottons from the retail trade, though the orders are small. The general outlook, however, so far as buying is concerned, is decidedly better, even if the purchasing is in frequent shipments. Some of the new printed voiles are selling more freely than was anticipated. Marquisettes are wanted badly, especially in some of the shades popular for dress goods, but sellers want 23 cents a yard, while only 17½ cents is being offered.

—

Sheer Fabrics in Strong Demand.

The weekly review of trade by John V. Farwell Co., Chicago, says: "Although wholesale dry goods and general merchandise business awaits the coming of bright, warm spring weather for a brisk movement of seasonable goods, cold weather 'fill-ins' have improved business during this past week. Orders show this will be an exceptionally good season for waists and skirts, which seem to fit into the general scheme of simplicity in dress. Styles in waists are plain, with neatly fitting set in sleeves. While there seems to be some talk in regard to long sleeves for summer, the majority of merchants feel that when warm weather comes short or three-quarter sleeves will predominate.

"Market buyers are taking freely all sheer fabrics. Lace cloths, from the low popular priced goods to the higher grades, are much in favor. Sales of romper fabrics are increasing as the season advances. Demand for percales is keeping up, which shows the increasing popularity of these goods for many uses to which they are adopted. Drapery materials of all kinds, particularly fancy bordered marquisettes and scrims, are selling freely. Parasols being shown for spring are more attractive than usual this season."

—

Men's Spring and Summer Shirts.

Notwithstanding the hullabaloo about the scarcity and high price of everything—when the merchant is in the market to buy—merchandise in the staple lines seems to be plentiful, and sky-high figures are noticeable by their absence. This is especially true of men's shirts. Shirting material, according to the jobbers principally, who are forever bulling the market, excepting when buying for their own needs, would be hard to get, and the colorings would be restricted owing to the shortage of that old bugaboo—dysteuffs. It now appears that manufacturers have managed to obtain all the material wanted and at a price that has made "special" shirt sales more frequently indulged in and at lower prices at retail than for several years. This applies, in large measure, to the cities; but the general merchant has not been a sufferer by any manner of means.

Wholesale prices have remained about the same, and in not a few instances quotations have been on lower levels than a year ago. This was due to the cotton market, and doubtless by this time the retailer has been informed that the bottom has been reached. Buying is normal for the spring and summer season, and with the new lines about ready for fall, it is expected no dimunition in purchasing on the part of the retailer will ensue. There has been no scarcity of desirable goods for immediate delivery. Many of the large shirt manufacturers, whose brands are known to the trade and public, covered their requirements, so there is no need of uneasiness on the part of the merchant. The hand-to-mouth concerns are always in trouble of one kind or another, so why should the retailer worry about them. Their goods have little or no standing in the eyes of the consumer, and it is a waste of time and energy for the merchant to handle such stock.

Light brown, putty and sea-sand shades are expected to be the sellers during the spring and summer. Various styles of stripes will also be in vogue, from radical to conservative designs. The brighter colors which will be the hardest to get are in best demand—for obvious reasons. Both soft and starched cuffs have been ordered in nearly equal proportions, with perhaps a slight ad-

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

vantage with the soft style. The sport shirt, in its various styles, continues to be the most active novelty in the spring and summer lines. In fact, big things are expected for this shirt if exploited properly by the merchant.

Boots Shoes Findings

Objections to Mid-Season Models. Conservative Dealers Register a Protest.

Shoe men, whether merchants or manufacturers, agree that the introduction of new styles between regular seasons is unprofitable, and more or less of a nuisance. The practice of showing new models after the road men have booked the customary orders from the retail trade, the styles being selected which are considered the most salable during the coming season, is of comparatively recent origin with manufacturers. A few manufacturers of the highest grades, particularly women's footwear, have always done this more or less; but within the past few years manufacturers of almost every grade have adopted this policy in a wholesale way.

It is time the retailer made his protest against this practice, asserting his rights and filing a strenuous objection. These are the words of a member of the National Shoe Retailers' Association, who was one of a committee to confer with allied associations in the designing and manufacturing lines. As a matter of fact, seven out of ten dealers look forward to the new models as sales builders. Possibly could the patterns be actually reduced by the trade as a whole these retailers might acquiesce in the dictions; but it is doubtful.

An authority in the shoe trade says: "The style situation and the 'novelty game' is complex enough without making it more puzzling, as well as an extremely disturbing factor to business, by introducing mid-season styles. The practice is absolutely unfair to the retailer. Shoe buying has greatly changed in recent years; retailers are placing smaller orders for advance delivery; many are depending upon the stock departments for the newest styles; manufacturers complain because of small orders and traveling salesmen say 'ditto.' This condition is now accentuated and buying made more difficult and dangerous with greater risks and losses forced upon the retailer, by mid-season styles."

Fine words butter no parsnips, is an old saying, and it applies very aptly to the mid-season style kick of the retail seller of shoes. There is scarcely an industry in which frequent changes are considered essential to promote sales and arouse interest in its products but what a certain percentage of both the dealers and manufacturers do not always complain. Possibly the general merchants in the smaller towns have good reason for so many footwear designs, not to mention the mid-season stunt, but even he is obliged to bow to the inevitable by stocking salable merchandise. Novelties when brought out too frequently are undoubtedly a nuisance; but they have their merits. It depends very much what selections are made in buying. It must be conceded that the appearance of shoes, especially for the feminine portion of the community, were never so handsome or artistic, and their sale has exceeded all previous records.

—

Leather Tips on Rubber Soles an Improvement.

With the advent of rubber soles it has been found that the ends are prone to wear more rapidly than any other part. To obviate this and give longer wearing life to the sole, a leather tip of an inch or more is attached. Unless this tip is vulcanized with the rubber, as it wears it will open up, fill with sand, water, or pick up splinters and pebbles and prove unsatisfactory. Rubber fiber tips—tough and durable—are sometimes used in place of leather.

In going to market to buy shoes the merchant is calling upon the manufacturer or wholesaler, purchases such goods as are classed as staple; or as near so as he can select. He also gets posted on the latest styles and buys only in quantities that will practically supply his trade until the road men come around. A later visit to the shoe center the season's stock will be completed, a few jobs may be picked up, or if any reductions are being made he will take advantage of the situation, at the same time get in touch with the latest fads. Manufacturers are now keeping in stock enough of each sample number to supply the merchants on hurry orders.

Shoemaking is now on such a high plane that a trade school for properly training shoe operatives is to be established at Lynn, Mass. The school provides for a factory, with 12,000 feet of floor space and equipment. This unique institution will be in charge of a director, at a salary of $2,000 annually. There will be two shop instructors, at a salary of $1,500 each; an instructor in related subjects, at $1,500; an assistant instructor, at $1,200. The school will accommodate 65 students.

—

When Misfits Should Not Be Sold.

An ill-fitting shoe shows up badly in two places, namely, at the inside shank line and across the ball. Ninety-nine per cent. of the misfits at these points may be laid to the upper not fitting the last. One per cent. is caused by a poorly formed foot, which no attempt to fit with factory made shoes will ever be successful. A person with a poorly formed foot would find it a matter of economy to have a pair of lasts made, and this the shoe salesman or the merchant himself should tell the customer, rather than give him a misfit and subsequent punishment. Shoes made on lasts that fit the feet will give 50 per cent. more wear than those that do not conform to the shape of the feet. Furthermore, they will always keep their shape and look well.

Hardware Tools Specialties

Maxims for the Hardware Merchant.

At the recent annual convention of the Pennsylvania and Atlantic Seaboard Retail Hardware Association in Newark, N. J., Frank H. Goodfellow, Altoona, Pa., the president, said:—

All signs point to a banner year for 1915. We rejoice with you in this, and hope that the coming months will be one continuous boom, but every hardware man should adopt the following rules:

He should know how to figure the cost of business.

He should realize that his most valuable advertising medium is his show window. It should be changed once a week.

He should know that a great trade winner is politeness, and that it costs nothing.

Another winner that costs little is cleanliness.

He should know that the customer is always right, that he is boss; because he pays not only the clerks' but the proprietor's salary also.

That advertised goods are sold for him. Don't be a price cutter.

He should know that if he subscribed for every magazine and book published he would not learn as much about his business as by reading one issue of his trade paper.

—

Five-and-Ten-Cent Lines in Hardware.

Barring the natural objections raised by manufacturers of high-grade hardware, the general merchant is finding profitable business in handling 5 and 10-cent lines. So far have goods of this kind grown in favor that their possibilities are being openly discussed at the meetings of the trade associations. As an example of this a report of the proceedings of the Illinois Retail Hardware Association, held last month, says that great interest was shown in the subject of 5 and 10-cent departments. A number of dealers present had such departments, and they were unanimous in the statement that such goods not only had great merit as trade pullers, but they paid a good profit. At least 20 of those present at one session were planning to handle goods of this class, and they asked numerous questions as to the best means of featuring them. Decked tables, pyramid display stands and counter boxes were among the things suggested. Emphasis was placed on the point that such goods should be assembled by themselves, kept neat and in order and plainly priced.

This discussion was followed by many inquiries as to where desirable 5 and 10-cent articles could be secured and what were the best sellers. One dealer mentioned a lot of aluminum that could be sold for these prices. Two or three dealers stated that there were 10-cent phonograph records on the market and they were proving splendid sellers, but no one was able to tell where these records were to be had.

For the information of the trade concerning 10-cent phonograph records, it may not be amiss to say that the Rex Talking Machine Co., Philadelphia, make these goods. Five and 10-cent merchandise may be obtained from the Illinois Metals Co., Plano, Ill.; Arcade Mfg. Co., Freeport, Ill.; Reading Saddle Mfg. Co., Reading, Pa.; Turner & Seymour Mfg. Co., Tonington, Conn.

FROM OUR HARRISBURG (PA.) CORRESPONDENT.

(Continued from page 6.)

ganization asks for the passage of the uniform law as recommended by the Conference of Commissioners on Uniform State Laws. When at the last session the present law was under consideration, the Board of Trade petitioned against its passage and advocated the appointment of a commission to thoroughly investigate the questions of refrigeration and cold storage. The bill nevertheless was passed. The Board of Trade feels that the practical operation of the law has given ample evidence that it has operated against the interests of the legitimate business and further has not improved the condition of health nor tended to reduce the cost of living.

R. O. M.

Introducing the Howe Fixtures.

The Howe Scale Co., of 508 Market street, Philadelphia, by the issuing of a sectional catalogue, announce their entry into the store fixture business. Here is what they say: "In this catalogue we present standard measuring devices for the grocer, delicatessen dealer and confectioner. We feel that the reputation of the Howe Scale is so well established for its accuracy, economy and appearance, that no further word is necessary here. The other standard measures shown are the best made in their respective departments, and we recommend them unqualifiedly as to finish and accuracy, the latter being an important thing to remember in view of the exposes made during the past year by the various weights and measures commissions.

"Keep in mind that this catalogue shows only such scales and measures as are used by the trades indicated above. For special purposes and other businesses we issue other catalogues, so that if what you need is not shown in these pages, write us, describing what you want and we will gladly send definite particulars.

"Our Repair Department is conducted by the same careful management that distinguishers our factory, *absolute accuracy* being the slogan of the shop, and the manager, salesforce and workmen are all jealous of the reputation which has been maintained for three-quarters of a century."

The Grocery Markets

Tea.

The market continues steady to firm. ylons, Indias and Congous are partic- rly affected by the foreign demand. e adoption of prohibition by Russia s had a direct and immediate effect on the market for low-grade teas. It ised a tremendous demand from Rus- for Congous until they have prac- ally become exhausted and it is now ising a tremendous demand for Cey- s and Indias, which, while not ex- usted, are very much higher than or- arily. Ceylons, in fact, are averaging out 10 cents a pound above normal. dias are also above normal, although t so much above as Ceylons. Ordi- ry grades of tea are steady, with a r demand.

Coffee.

The coffee market shows no particu- r change from a week ago. If there any change in Rio and Santos coffee is that the market is a shade weaker. eavy receipts have increased the spot ocks and prices are nominally un- anged. Although undoubtedly they e easier than they were. Mild coffees e about unchanged on last week's sis; the market is unchanged. Java d Mocha are unchanged and in small mand. The principal demand is for ocha, which is scarce and firm.

Sugar.

There has been no change in the su- r market during the week, except a ight decline in raws, which later, how- er, became stronger. The cause of is in the main is the destruction by e Allies of the Dardanelles forts. If is is continued and the ships of the llies can get clear up to Constanti- ople, the result will be the liberation of a considerable quantity of raw sugar from Russia, and this will supply the foreign demand which would otherwise have affected business here. This is the cause of the decline in raws. Refined sugar is unchanged on the basis of 5.75 cents for granulated. The consumptive demand for sugar is very poor.

Syrup and Molasses.

The demand for sweets is rather poor. Glucose is unchanged for the week and so is compound syrup. The demand is from day to day sales being made for actual wants only. Sugar syrup is dull at ruling prices, and so is molasses.

Fish.

All holders of mackerel report a comparative dull market. Prices are not changed for the week, and apparently there is no special Lenten demand. There may be in some sections of the country, but there certainly is not in this section. All grades of mackerel are held about unchanged, the market being perhaps no more than steady. Cod, hake and haddock are in fair demand at unchanged prices. Salmon shows no change and seasonable request. Both domestic and imported sardines are where they were a week ago, the demand for both being ordinary.

Canned Goods.

The tomato market is about 2½ cents weaker for the week. In a large way, f. o. b., quotation is now 65 cents for Maryland 3s. The only cause for the decline would appear to be the tardy effect of the statistics showing large 1914 pack, but it is hard to understand how this could have reduced the price East, for in the East the 1914 pack was even smaller than the 1913. The demand for tomatoes has breezed up a trifle since the market declined. Corn and peas are in good demand, mainly low-grade peas. Future corn has advanced from 2½ cents to 5 cents per dozen, due to the apparent difficulty of the packers to get the necessary acreage. Apples are about where they were a week ago; demand slow. California canned goods show no change except an advance of about a cent and a fraction per dozen, due to the advance in freights of 5 cents per 100. This will not affect the spot goods. Small staple Eastern canned goods are unchanged and quiet.

Dried Fruits.

The only change in dried fruits for the week is an announcement from the California Raisin Combination that Sultanas in 50-pound boxes would be ½ cent higher on March 1st, therefore, this advance has already become operative. The demand for raisins was slow enough before in the East and this will not help it. Prunes, peaches and apricots are all unchanged and in quiet demand. Currants and other dried fruits enjoying their usual seasonable movement, without any change in price.

Butter.

The demand for fresh receipts of butter is absorbing the finest grades, and as to them the market is firm. Undergrades are not wanted so much, but the market is fairly healthy. Storage butter is in light demand at nominal prices. The trade at present is not flourishing and they are taking all they can get.

Eggs.

The receipts of fresh eggs are liberal and the market is steady to firm on the present basis. The quality of the arrivals is very good and the consumptive demand will increase from now on. Nineteen fourteen storage eggs are about cleaned up, and the new storage season will begin very shortly.

Cheese.

The cheese market is steady and unchanged, with a fair consumptive demand. The outlook is for an increase in the consumptive demand, which will probably absorb the available supply, with the possible result of advances in price. Under-grade cheese is rather short and is wanted at relatively lower prices.

Beans and Peas.

Domestic pea beans have declined about 10 cents during the week, and the quotation in a large way is now $3.25 per bushel. The demand is fair. Marrows are where they were a week ago and in moderate demand. California limas are weaker and stock can be bought to come forward at less than 6 cents. This means a decline of about ¼ cent from the highest point. Green and Scotch peas are unchanged and dull.

Provisions.

Everything in the smoked meat line is steady on the same basis as a week ago. The consumptive demand is light. Pure lard is steady and in light demand

There is no method of pleasing your trade equal to the method of making good.

And that is why the friends of Kinsey's Finnan Haddie are legion.

Kinsey's Finnan Haddie

IS *the* BEST

The kind with the Red Tail

Send in your orders. They will receive prompt attention.

G. W. KINSEY

277 to 283 River Street

PATERSON, N. J.

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

SUGAR PEAS

TROPHY BRAND

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

A fortunate turn in events enables us to offer you the best value in Canned Peas that has been on the market for a long time. They are Wisconsin grown, sugar sweet Peas, the variety that has been so popular with the consumer this last few years. They can be retailed at 10c. a can

Single case - - - - - per doz., 75 cents
5-case lots - - - - - " " 73½ "
10-case lots and upward - " " 72½ "

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

at about ¼ cent lower than last week. Compound lard is unchanged and in quiet demand. Dried beef, canned meats aind barreled pork are all in light demand at unchanged prices.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

Notwithstanding our inability to import quite a few foodstuffs which we usually handle, owing to the embargo upon the export of fodstuffs by the various countries now at war, the amount of our sales during last month shows a noteworthy increase over the amount of sales during the same month last year. We merely mention this to show that business cannot be bad, and if we have been able to go ahead in sales, other firms have certainly done the same. In fact, had we been able to secure all the goods that we had the demand for, our sales would have shown a further remarkable increase.

There was a very good demand for Holland and Scotch herrings, but, unfortunately, we had no stocks. Prices in Holland for herrings are so high that we do not feel justified in importing any, as we do not consider them worth the money. We have some shipments on the way from Scotland, but they are very slow in coming.

The fishing of winter herrings is now going on in Norway, but owing to the extraordinary large demand from both Germany and Russia, prices have shown a decided increase during the last week.

There has been report current that the French Government has been buying up sardines in Norway and elsewhere. We have had no confirmation in regard to this report, although we cabled for such information, and we do not believe this report. Imported sardines are moving very nicely. The trade is buying in a very satisfactory hand-to-mouth way, and prices are very firm and stocks unimportant in first hands. We anticipate advancing prices for imported sardines of all kinds.

STROHMEYER & ARPE CO.
New York.

Standard Canned Goods.

Holders of tomatoes continue to look forward with much confidence to the spring trade for larger orders, and, consequently, some improvement in the market prices. The average size of the orders did not increase in February, but they were as numerous as they were during the month of January, and probably they were more widely scattered throughout the country. The farmers who grow tomatoes for canning purposes have gotten the idea that all the grain that this country can produce will be wanted abroad at high prices, and they talk seriously of reducing their acreage in tomatoes and raising wheat and corn to get some of the easy money which they think they see already coming their way. At present they decline to make contracts with the canners at a fair price, but they will doubtless listen to reason later on when they realize that the paper profits made on the Board of Trade are not always turned into hard cash. Meantime the canners are pursuing a watchful waiting policy.

Spring-like weather during the last two weeks has enabled the canners to make prompt shipments with little fear of the goods being frozen on the road, especially as all carlot shipments are made in refrigerator cars and that has helped to cause a larger demand for tomatoes this week. The basis of the continued firmness of the market prices lies in the fact that the goods cannot be produced at the present selling prices and show the seller a profit, even when the crop conditions and the other items that enter into the cost are 90 per cent. in the canner's favor. No one well-posted on the general conditions of the business expects any boom in the tomato market in the first half of this year, but there is a likelihood of some improvement in values before the next canning season rolls around, and perhaps sooner. The jobbers have commenced to buy "future" tomatoes in moderate quantities at to-day's prices, and the demand will increase from now on, slowly but surely.

In the other lines of canned vegetables no one article was prominent in point of activity this week, and the developments were uninteresting. Spinach shows signs of advancing because of the activity in the previous week, and sweet potatoes are strong, though not so active after the big advance in prices. Corn, string beans and wax beans are firm, though less active this week. If dried beans and peas advance the canned article will follow suit.

Canned fruits were inactive this week, with no price changes of interest. Pears continue to be the strongest article as to prices, but the demand was light during the week. For the other articles there was nothing more than the usual run of daily small orders to piece out broken stocks. The holdings of canned fruits here are so light that the dullness causes little or no fluctuations in the prices of them.

The low prices for cove oysters brought some desirable orders.

THOS. J. MEEHAN & CO.
Baltimore, Md.

Rice.

While the demand is not brisk, there is an improved tone exhibited. Buyers who purchased largely in December and January, and hence of late displayed but little interest in offerings, are now beginning to "take notice." Demand from nearby territory is improving. Blue Rose and Japan styles are becoming scarce, and in consequence steadily advancing and considerable "shopping" is being done to duplicate previous purchases. On account of advancing market on Blue Rose and Japans, attention is being diverted to medium Honduras.

Advices from the South along the Atlantic coast indicate that trade is continuing in satisfactory volume, especially for screenings and second-heads, despite their relative high values. Carolina is still moving very slowly.

At New Orleans, reports continued demand at firm prices. Both Blue Rose and Japan styles are still advancing and actually becoming scarce. Screenings and second-heads are almost unobtainable.

In the interior, Southwest Louisiana, Texas and Arkansas, the demand continues brisk, and it is reported that there is very little rough rice still in the farmers' hands.

D. TALMAGE'S SONS CO.
New York and New Orleans.

Evaporated Apples, Etc.

We have had a further advance in evaporated apples in the past week, there having been very active buying on the part of the exporters. Prime quality, in 50-pound boxes, is up to 7¼ cents for carload lots, and it is difficult to buy many cars without paying 7⅜ to 7½ cents. Stocks are very limited, and while domestic trade is slow in following our advance, holders are confident that they will have no trouble working off what stock they have at the present prices or better. Choice quality is quotable at 7½ to 7¾ cents, with fancy at 8 to 8¼ cents.

The stocks of raspberries is exhausted here, but some lots are reported for sale in consuming markets at 25 to 26 cents.

C. C. HALL.
Rochester, N. Y.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

How the Druggists Are Gett Into Groceries.

RIKER-HEGEMAN
Reliable Drug Stores
PURE FOODS
THAT HAVE NOT ADVANCED IN PRICE
In spite of the general advance in Pure Foodstuffs, we announce that we have not advanced prices nor cut the quality, weight or measure on Coffees, Teas and other Food Products sold in Riker-Hegeman Stores. We are doing our share to keep down the cost of living.
Our buyers exercise the greatest care in the selection of Food Products of the highest standard quality. You may purchase here with absolute confidence, as every food product we sell is guaranteed satisfactory or money is cheerfully refunded.
Club Coffee
33c
Olive Oil
65c
Olives
10c, 19c, 25c, 35c
10c, 17c, 25c
Kaffee Hag
25c
Riker's Grape Juice
45c
Stone's Lime Juice
33c
Pure Honey
25c
Grapefruitola Marmalade
25c
Sternau Stove
50c
TRUE FRUIT Brand Bigarreaux Cherries
Four Sizes, 15c, 23c, 39c and 69c
FREE 1-4 Lb. Club Coffee 10c VALUE With Each Purchase of an
ALUMINUM PERCOLATOR AT $1.25
SPECIAL OFFER!
One Lb. of Club Coffee Regularly 33c, and an ALUMINUM PERCOLATOR, both for $1.39
Inari Tea
50c
Pure Spices, Ground
Nutmeg . . 6c, 10c, 18c
Cinnamon Cassia . . 6c, 10c, 18c
Cloves 5c, 8c, 15c
Paprika 5c, 10c, 18c
Steero Cubes
25c
Cream of Tartar
15c
Bicarbonate of Soda
10c
Riker's Flavoring Extracts
17c
Maillard's Cocoa
24c
Vermont Maple Syrup
30c
You're Safe When You Buy at
RIKER AND HEGEMAN DRUG STORES
1332 Chestnut 16th and Chestnut Sts. 1210 Market
Wilmington, Del. Wilkes-Barre, Pa.

The above is a photographic re production, much reduced, of a 2 column advertisement inserted i Eastern dailies by the Riker-Hege man Co., chain drug store people o New York, Philadelphia, Wilming ton, Del.; Wilkes-Barre, Pa., an other places. There is scarcely thing in the advertisement that doe not belong in a grocery store. A interesting fact is that the price quoted are not especially low.

Buy Coffee in Steel Drums Without Extra Cost

¶ Our Coffees are now packed in these handsome steel drums, holding 50 lbs. Very much cleaner, safer to ship, being tight, preserves strength and aroma, sightlier in the store, and good to use in a dozen ways after they are empty. Cost us much more than bags, but we make no extra charge.

The William B. Harris Co.
CUP QUALITY EXPERTS

Teas :: Coffees :: Spices
65 Front St. - NEW YORK

How to Make Other Cocoas as Good as Ours

Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as **Croft's Swiss Milk Cocoa.**

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so that they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb boxes

CROFT & ALLEN CO. *Philadelphia* PENNSYLVANIA

BURK'S
Bock Wurst

WILL BE OBTAINABLE ON OR ABOUT

March 11th

Place your orders early for the first of this product which we will have every Thursday, Friday and Saturday during the Bock Wurst Season

Following our custom of the past several years we will cook this sausage instead of marketing it in a raw state, which will not only make it less perishable and cause it to stand shipping better, but will make the preparation thereof much easier.

DIRECTIONS

Cut links apart. Cut the casing lengthwise on two sides with the point of a sharp knife. Remove the casing by pulling it from end to end, by which method the meat will not adhere.

Brown a piece of butter in a pan, then fry the sausage long enough to heat it through, meanwhile gently shaking the pan. Serve hot.

When ordering your Easter Hams and Bacon remember that BURK'S are well trimmed, mild cured and from superior quality hogs

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA

The Greatest Premium Scheme in the World.

Did you read what the editor said about premiums in the last M. M. and G. W.? You can say what you please about the editor, he may be dumb and all that, but once in a while he comes to life and says a real thing. Premiums is sure with us. You don't see it like I do. I get about in these stores, and I tell you, you don't see anything *but* premiums any more.

I'll bet I can pick up a hundred premium schemes any week I'm out. How are you going to stop 'em? You ain't going to. They ain't going to be stopped. The people like 'em, and they don't care a ding whether they pay for 'em or not. They like the feel of getting something extra.

I wonder how soon the mail-order houses'll get into premiums. It'll be pretty soon, you take it from me.

But I've got the greatest premium scheme on top of the earth. It is so easy it's a wonder nobody's ever thought of it before. That's me for all the world, though—thinking of things that nobody ever thought of before.

My scheme—hold your breath, now—is to give doses of different kinds of medicine with each purchase. There ain't a soul doing it yet, and it can be done just like falling off a log. Instead of giving a punk piece of cut glass, I'll give something that'll do 'em some good.

For instance with a pound of sugar at 5 cents I'll give one worm lozenge. With two pounds of sugar I'll give two, until if they want a whole box all they got to do is to buy twenty-five pounds.

If after they get the lozenges they find they don't want 'em I'll trade 'em in for six hairpins or something like that.

With a 50-cent order I'll give three doses of stuff for rheumatiz. They can have the whole three at once or whenever they want 'em. Mother can have one dose, grandma another, and the cat the other, I don't care.

I'll enter up all they buy in a book and when they have $10 worth I'll agree to cure ten warts, no matter who has 'em or on what part of the body, just so they ain't on the inside. I've got a bully wart cure, but it wouldn't work inside.

Dandruff cured for a $2 purchase.

One headache tablet with every can of beans. You see there ain't any end to it—you've got as many premiums as you've got diseases, and you know how many diseases there are. For a dollar purchase I'll cure one frosted foot—the other foot cured for another dollar purchase.

Even if you don't get outside the everyday common diseases, that everybody has, you've got a big bunch to work on. I don't think I'd go outside them, not until I got more expert at it, anyway. I was talking the thing over with a fellow the other day, and he thought I ought to give away medicines for everything—heaves, and things like that, but I don't think I will. Why if you only work on indigestion you've got enough. Everybody's got indigestion, seems to me, and if my customers didn't have it, I'd sell 'em stuff that would give it to 'em. Then I'd cure it. Ain't I the foxy little puss?

With every 50 cent purchase I'd give one dose of stuff for ordinary indigestion without wind on the stomach. With every 75 cent purchase, one dose of stuff for indigestion *with* wind. You see there's a heap of difference—you ain't studied the thing like I have.

And pains—I'd live on curing pains. With a 25 cent purchase, one dose for a small pain. Fifty cent purchase, one dose for a pretty big pain. Seventy-five cent purchase, one dose for a —— of a pain.

For a $25 purchase, one Twilight sleep.

My talking point would be this—that a customer at my store could save every cent of his doctor bills. No matter what he or his bunch had, they could get all cured up just by buying stuff of me. Good, honest medicine, too—no patent dope. I wouldn't give out a thing that I hadn't tried on my wife or some of her folks. If it killed any of them or even nearly killed 'em, I wouldn't give it out at all.

I've been frank in letting you into this scheme, but I'll trust to you boys' honor not to steal it from me. Of course I can't work it myself, so to get anything from it I've got to sell it. I'm going to offer it to John Wanamaker some time this week and if he buys it off me for a million dollars I'm going to leave the road and be respectable. I'll let you know, but meanwhile mum's the word.

THE STROLLER.

A Successful Fare Rebate Plan Worked in a Western Town.

A description of a Fare Rebate scheme which was recently worked in Fond du Lac, Wis., will probably interest merchants' associations or com-

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

[Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Harmless Habits.—Do you know that the habits of the grocery clerk are critically observed by the great modern army of feminine germ fearers.

What looks to us like harmless habits when tried at the bar of hygienics the verdict becomes intolerable. The peculiar condition surrounding these verdicts is that the culprit is seldom made aware of the court's decision.

* * *

To be forewarned is forearmed, and while the forewarning may strike you as quite trivial, it is because you have not given sufficient attention to deportment or read between lines recent utterances at the Women's League meetings.

* * *

Some of us have been very careless in our store-keeping methods. We have been told that and we have taken our medicine and done better—very much better. But we have not been told outright about our personal (apparently harmless) habits.

Being just as delicate as it is unpleasant, we prefer to write to you about these habits, and while you may not be guilty of a single one of them, they are general just the same, and often practiced by men to whom the term "gentlemen" may be properly ascribed.

* * *

One is the habit of hand sneezing. I recall a funny incident that occurred a few years ago. It was a cold, blowy day, just like the one we had this very day, and Big Joe was taking a fine big order and was stationed near the door. All of a sudden the sneeze came, and out went Joe's upper teeth, plumb on the floor at the customer's feet. The poor fellow was awfully mortified, but from that day onward Joe never put on his store coat without a pocket handkerchief in one of the pockets.

That, then, is the remedy for evading hand sneezing, and, indeed, for evading other sudden discomforts.

Picking the nose is unforgivable, and the attention of every man (girls don't do it) who does this should be called to it at once.

Pressing the nostrils is perhaps less offensive, but imagine a customer calling for a loaf of bread and before wrapping it up the fellow faithfully indulges in a nostril massage. It's done and done often.

Wetting the thumb on your tongue to get a sheet of paper is bad taste—maybe for both parties. Just as easy, when the habit is formed, to get your sheet dry-thumbed.

Mouth rubbing with the hand is unnecessary. If it must be indulged in, get out your handkerchief.

* * *

Now, these seem like little things, but according to our modern code of store laws they are exceedingly objectionable things and must be avoided.

Nobody will tell you about them because they're too personal, and a verbal reference to them would very likely give offense.

If the Shoe Is Your Size—Wear It.

ercial clubs which contemplate introcing the plan in their respective cities. he plan was inaugurated by an adertising campaign in which the daily apers played prominent parts. Then Fare Rebate Book was given to every rospective purchaser in the outlying owns. The book consists of eight ages and is 2¼ x 4 inches in size. n the cover is printed the following various sizes of type: Fare Rebate ook, issued by the Trade Extension ivision, Fond du Lac Business Men's ssociation, Fond du Lac, Wis.; Preent this Book at the association office nd get your Fare Rebate; Railroad are (with dash for amount); Reived payment; Name and Address with dash for both). On the first page re the following rules governing reunding of railroad and interurban ares: (1) One round-trip fare on $10 urchase or over within a radius of 25 iles of Fond du Lac; one round-trip are on $20 purchase or over within adius of 25 miles to 50 miles of Fond u Lac; one-way fare on purchase of 10 or over within radius of 25 to 50 iles of Fond du Lac. (2) No merant shall refund fares or parts of ares direct. (3) Total amount of purhase must be entered in this book opposite merchant's printed name. (4) ebate fares will be paid at the office f the Fond du Lac Business Men's Asociation, Fond du Lac, Wis. (5) Reate fare books must be secured from he merchant. Then follow the names f the Fond du Lac firms and opposite each is a space in which to write the amount purchased and the stamp of the company confirming the sale. When a customer from one of the outlying towns has completed his or her shopping, the book is taken to the association office, and the amount of fare is refunded. In the last few pages of the Rebate Book are the list of towns within the 25-mile radius and the 25 to 50-mile radius, with the fares to each town listed. According to the annual report made by the secretary of the association at the first of the year, 1,706 fares had been refunded, an average of 5.5 fares which were paid each day. Basing figures on the flat $10 and $20 limit, the Fond du Lac merchants increased their business to the extent of $25,600, an amount which they would not have been paid, but for their Rebate scheme. Their actual sales through this source for last year probably were $10,000 more, as no doubt the majority of sales ran up from $2 to $5 over the fare refund offered within the 25-mile radius, while for the 25 to 50-mile radius, the individual sales no doubt often doubled the necessary $20.

WONDERFUL EXHIBIT.

The Panama-Pacific Carnation Milk Condensary in Operation.

In a beautiful structure opposite the Fine Arts Building at the Panama-Pacific International Exposition, one of the most interesting features of this, the latest and greatest World's Fair, is to be seen.

This is the Carnation Milk Condensary in actual operation. Here the visitor may see exactly how Carnation Milk is prepared for the consumer. The model condensary is operated just as the regularly established Carnation condensaries are operated, and the complete process, from the time when the milk comes from the famous contented cows until it is put into cans, which are hermetically sealed and packed ready for shipment, is shown.

An interesting fact brought out in this connection is that the unusual sweetness and the rich flavor of Carnation Milk are not due to the addition of anything to the milk. It is simply condensed and sterilized by evaporation, a process which results in the removal of a part of the water, leaving the pure, rich solids. The sweetness and flavor are due solely to the original richness and purity of the milk and the care that is taken to keep it pure until it is put into the cans and hermetically sealed.

The process of condensation is interesting in that it shows the extraordinary care that is observed in keeping everything with which the milk comes in contact absolutely clean.

In the live stock section of the Exposition there are 100 pure-bred cows from Carnation Stock Farm. They furnish the milk that is used in the model condensary.

This splendid herd constitutes another interesting feature of the Exposition. The cows never fail to awaken the enthusiasm of people who are interested in the development of fine cattle.

One of the important purposes of the Exposition is to feature the advances that have been made in the production of pure food. To this purpose, no doubt, is due the prominence of the Carnation exhibit—one of the most interesting and instructive within the gates of the great show.

SAVE TIME RISK MONEY

Invest $25 to $75 in a Schick All-Steel Baling Press—the capital will be returned to you inside of a year, with liberal interest besides. The paper, straw, rags, shavings, excelsior, etc., you now burn up, or pay someone to haul away, can be baled and *sold at a good* price—if you use the

ALL STEEL Schick FIREPROOF

BALING PRESS

Absolutely fire-proof—takes up little room—provides safe storage for waste and eliminates fire risk—lowers insurance rate—pays for itself and earns money for you. Right size for every shop, store or factory—sold on

TEN DAYS' FREE TRIAL

Write to-day for catalog No. 64, **FREE TRIAL OFFER** and information about selling waste at a profit.

Used in Uncle Sam's Post-Offices

THE DAVENPORT MFG. CO.
DAVENPORT, IOWA.

POSTUM CEREAL

and

INSTANT POSTUM

Show retail grocers good, clean, steady

PROFIT

And deserve your selling support—

"There's a Reason"

CCCI.—Beware of This Possibility Which is Now Facing Some Los Angeles Merchants.

Something is just now transpiring in Los Angeles, Cal., under a law which is the same in all States, which illustrates very vividly the dangers faced by any business man who joins an unincorporated organization, or signs a subscription for the stock of a corporation. Every day all sorts of schemes involving one of these dangers is being put up to business men of all classes all over the United States. Especially co-operative enterprises, which are always keenly interesting to business people—associations to buy merchandise co-operatively, or do something else to eliminate the middleman; in other words, which promise to save money for the members. No matter how fantastic it appears to be, a co-operative scheme that promises to do anything like this finds instant response from even the hardest-fisted business men.

The Los Angeles case, in a nutshell, is this: Several months ago a co-operative buying concern was organized there under the name of the "American Merchants' Syndicate." Great things were promised for it, the chief of which was that it proposed to buy in large quantities and save its members money on everything. Eliminate the jobber, in other words.

A charter was obtained and stock was offered at the par value of $10 per share. A great point was made of a rule under which members should hold but five shares each, "so as to keep control out of a few hands"—the usual patter. Some stockholders, however, did hold more than five shares.

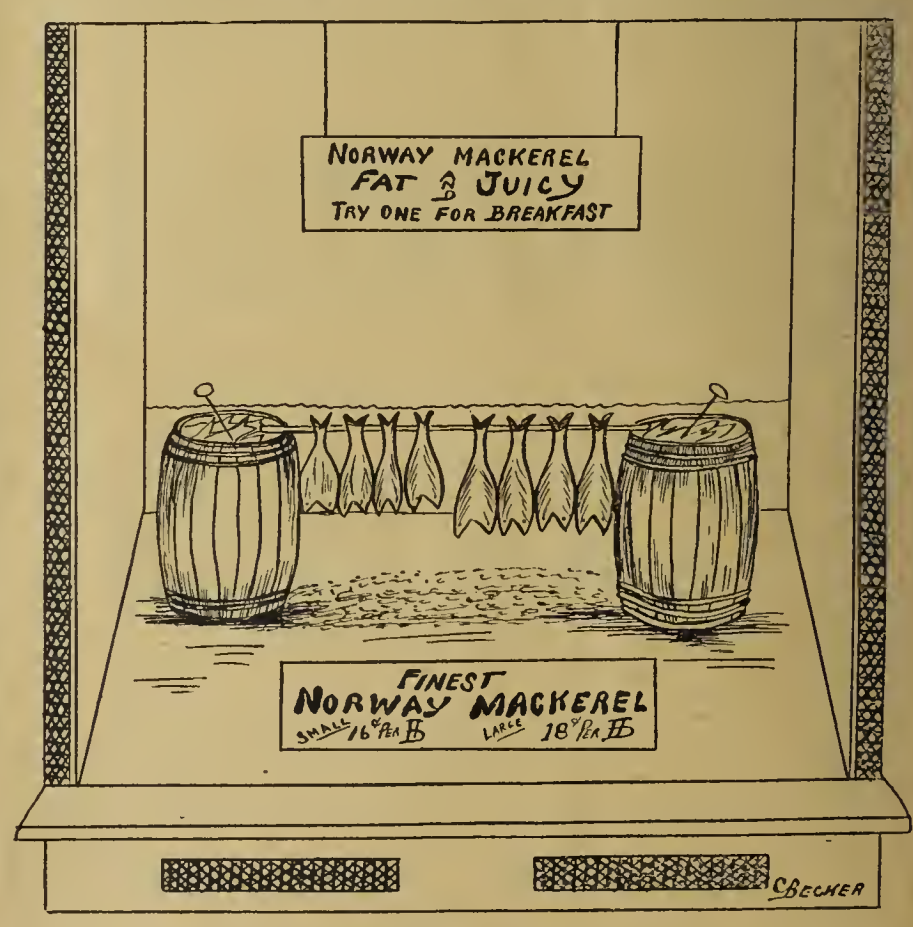
Stock was to be paid for in installments—"pay for it out of your savings"—but when it was half paid for, the corporation went to pieces and bankruptcy proceedings were begun against it. The creditors received but 23 per cent. of their claims.

As soon as the corporation collapsed, all of the stockholders stopped payments on their stock. There were some 1,262 subscribers, all retail merchants, and all still owing money on their stock, the meaning of which is this: that in all States where the stockholders of a bankrupt corporation owes a balance on his stock, he can be compelled to pay it, in order that the company may pay its debts. Therefore some nineteen of the creditors of the "American Merchants' Syndicate" have brought suit against these 1,262 retailers to collect the balances which they owe on their shares. And from what I know of the case, there is a powerful probability that they will have to pay it. The amount represented by the nineteen suits is $31,000, so that the seriousness of the matter, to the 1,262 stockholders, is evident.

Of course these 1,262 victims are not going to pay this money without a struggle. They are defending the suits on the ground that the stock was sold to them under false pretenses. Under the law, if it was, they have a right to cancel their subscription as soon as they find it out, and cannot be held liable for the balance. But it is a slender thread to hang a defense upon, and before the courts will absolve a stock subscriber on account of such a defense, the false pretense must be proven very clearly. No amount of exaggeration as to what the scheme is likely to do amounts to false pretense. The law holds that this is a mere prediction, which everybody knows must of necessity be only a prediction.

When a scheme like this is put up to you, there are two things to watch. It is always safer in the first place to refuse to join it at all unless it is incorporated. So long as it is unincorporated, the members are personally liable for its debts if anything happens. The fact that it is "going to be incorporated" is not enough, or that an "application has been made for a charter." Better wait until the charter has been granted. That safeguards one thing. The other thing is to remember that where you buy the stock on installments, which is the usual way, you can be compelled to fully pay for all you subscribe for, whether the corporation meanwhile goes to pieces or not. Don't think for a moment that if anything happens to the concern you can stop your payments, and will only be out the few payments made up to that time. As I have shown, if the company is insolvent you will have to pay every cent of the balance you owe, if any creditor is shrewd enough to get after you. I figured in a case precisely of this sort recently, in which a stockholder who had signed a stock subscription "merely as a matter of form," had paid only a small amount on his stock when the company collapsed. "Just as a matter of form," he had subscribed for about $4,000 worth of stock. Some of the creditors of the corporation entered suit to compel him to pay the balance. He put up a fierce defense, but in the end he decided to settle, rather than go further to final decree, and the settlement cost him $1,000, which he had had no

Weekly Window Display Suggestions



Mackerel Display.

So many people get "stuck" on "rusty" mackerel that they will not take a chance on it afterward. When you get a good supply of white mackerel display them. It will work wonders. First cover the bottom of the window with white wrapping paper. Then suspend a large sign card in the rear, from the top, like in illustration, and place another in the front of the center of the window telling the difference prices per pound. Next place two opened barrels of the mackerel at each side toward the rear, with a stick resting across the two on the rims. Suspend different sized mackerel across this and be sure to have plenty of sawdust underneath to catch the drippings. Try to have the window display arranged so that it will be convenient to sell from it.

more idea of having to pay than I had. His mistake was in subscribing for such a large block of stock to begin with, and later in not—in his own interest—settling all of the claims of the corporation, which he could have done for a very small sum when it became bankrupt.

(Copyright, March, 1915, by Elton J. Buckley.)

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Question: W. L. Zepp, Hanover, Pa.—I am inclosing contract of Mercantile Credit Association of your city. Please let me know if you would consider it a good risk to give them any accounts to collect?

Answer.—The concern referred to is the "Mercantile Credit Association," Bulletin Building, Philadelphia, which has been discussed in past issues of this paper. Its contract is as follows:—

THE MERCANTILE CREDIT ASSOCIATION.

Gentlemen:—In consideration of services to be performed, we hereby assign to you the following claims and accounts, legally due the undersigned, with the debtor's present address and the amount for collection, and authorize you to use your discretion in the settlement of the same. We will allow and pay you the following commissions on all accounts collected, satisfactorily settled or withdrawn by us during process of collection, namely: 50 per cent. of all collections to the amount of $50 from total of said claims, whether the money is paid by the debtor to you at your office or to us, and 10 per cent. after the first $50 is collected, with a docket fee of 25 cents per claim. On outlawed accounts and accounts collected through your Legal Department we will allow 50 per cent. of the amount recovered, The Mercantile Credit Association to pay all costs. We will report you promptly any settlements made with us on these claims and pay commission due you thereon at your office upon receipt of a statement for same.

We also give you for each claim listed, and this is the full amount of our liability as a subscriber to your association, it being understood that there is to be *no fee if no collection.*

I advise doing no business with the Mercantile Credit Association, on this contract, for the following reasons:—

1.—It does not deposit your accounts with the association to collect as agent, but compels you to actually assign them to it. After the assignment the accounts belong to the association. The legal difference between one method and the other is important. When they merely collect your accounts as agent for you they can be arrested for embezzlement if they fail to pay over what they collect. If they fail to turn over what they collect on accounts which have been assigned to them, they cannot be arrested, for they have collected merely their own money. It is true that they owe you a part of this, but you can only collect it by a civil suit, which collection agencies are not afraid of.

2.—There is nothing to show that the "Mercantile Credit Association" has the slightest financial responsibility.

3.—The contract gives the association full discretion in settling accounts. That means they can settle for any old price, whether you agree or not.

4.—If you sign this contract you agree to pay full commissions on all accounts which you withdraw from the association after once placing them with it for collection. This whether you get any money on them or not.

5.—The charges are excessive. Fifty per cent. collection fee is outrageous, as is the "docket fee" of 25 cents on each claim. If the concern gets enough accounts it can make a good thing out of the docket fees alone. Docket fee is simply a deceptive name for a flat charge.

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NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Pennsylvania Organization Notes.

Mr. Smedley met the grocers of Vandergrift on Wednesday, February 24th, at the Odd Fellows' Temple. There was a large attendance. Mr. Smedley discussed grocery affairs and there were remarks by many of those present. The grocers do not have a separate organization, but work in conjunction with the Chamber of Commerce. This latter body has been growing rapidly and is doing a useful work in the community. At a meeting held on February 25th, merchants were present from Apollo and Leechburg, adjoining towns.

* * *

The annual banquet of the Greensburg Association was held at the Fisher House on February 23d. It was a splendid affair. The guests gathered in the parlors of the hotel and a reception was held, after which the guests, numbering about 80, marched to the dining room. Before the lights went on there was a brief stereopticon exhibition and pictures of George Washington and the national hymn were projected on the screen. Afterwards the picture of the newly elected president was shown. The lights were put on and a splendid menu was discussed. H. M. Zundel acted as toastmaster, and after remarks by the Mayor of the city, D. J. Bortz and others, Organizer Smedley was introduced as the speaker of the evening. The Greensburg Association has taken on a new lease of life and an active campaign for new members has been started.

* * *

The Tarentum Association held an open meeting for the merchants, their families and the farmers in the vicinity and the citizens generally. The meeting was held in the main hall of the Y. M. C. A. and about 300 were present. Mr. Smedley made an address on

Using the Sense of Display

IN a little store at Gardner, Mass., a grocer has demonstrated the value of displaying National Biscuit Company products. His whole space is eight feet wide by ten feet deep and seven feet high.

Not very long ago he put in his first stock of National Biscuit Company goods. It cost him $15. He placed this stock so that his customers couldn't fail to see the famous In-er-seal Trade Mark packages and the next month he purchased a $50 stock. He pushes his cracker department. His sales are steadily increasing.

This is an instance of what one live grocer can do even in cramped quarters by using good display to call the notice of his customers to nationally advertised goods.

NATIONAL BISCUIT COMPANY

AT WHOLESALE GROCERS EVERYWHERE

TRADE MARK
Registered U. S. Patent Office

"Pfeiffer & Diller's"

KOSYR

The Best Coffee Addition in the World

Several large shipments have arrived recently from Europe which will enable us to keep the trade well supplied.

1 dozen 4-ounce tins to the carton
50-4-ounce tins to the box

CHAS. STRICKLER & SONS, Philadelphia, Pa. Sole Agents for U. S. A. and Canada

"Home Buying," after which a bountiful lunch was served and a general reception held.

* * *

The Sunbury Association held its annual meeting and banquet on February 26th. The banquet was a big affair, held in the Masonic Temple. The attendance was large and the menu of the finest. President Fisher acted as toastmaster and speeches were made by Mayor Kreisler, Superintendent of Schools Ellenberg, Attorney Kline and William Smedley. The Sunbury Association has elected Ely Biou secretary, and he promises to do good work. Twenty new members were admitted and the association numbers 105. A school child's essay contest on the best reasons for "Home Buying" is now in progress. The Sunbury Association is a live wire association.

* * *

The Bellevue Business Men's Association has just closed a very successful exhibition.

* * *

Merchants of Ashland, Pa., are arranging to form an organization.

* * *

Organizer Smedley has just completed some missionary work at Shamokin.

* * *

The Banquet of the Port Alleghany Association was held on March 4th. The Organizer made an address.

* * *

The second annual convention of the Pennsylvania Commercial Secretaries' Association met at Harrisburg March 5th and 6th and the following subjects were discussed: Retail Merchants' Bureaus; Improper Advertising and Selling Methods; Buy-at-Home Cbmpaign; Credit Bureaus—How Organized and Conducted; Publicity and Conventions, How Financed; Five Things Done (a compendium of statements without elaboration by each secretary); Office Management, How Do You Make Yourself Work; a Definite Programme for Yourself and Your Organization; Making Membership Campaign Effects Last; Agricultural Encouragement by a Commercial Body; Good Roads; Corn Show; a Community Building; Farm Bureau Organization; Civic Activities of a Commercial Body; Charity Indorsement, City Planning; Municipal Research; Vocational Education; Housing and Health.

* * *

Erie is plugging for the next convention of Pennsylvania Commercial secretaries.

"Drums and Coffee."

Not the ordinary drum that your little boy beats, nor the one in the fife and drum band, but a steel drum filled with 50 pounds of Kup Kwality Koffee, packed by that house of quality, Wm. B. Harris Co., of New York City, who are pioneers in using this hygienic means of delivering their coffee to you. These drums will appeal to you, as they can be used after being emptied in a dozen different ways. An up-to-date, progres-house that insists upon quality has an appeal that cannot be resisted.—Advt.

New Brunswick, N. J., Feb. 22, 1915.

To the Editor.

Dear Sir:—Inclosed find one of our weekly advertisements. We greatly appreciate any criticism you may deem to offer on this advertisement.

Thanking you in advance for your kindness, we are,

Yours truly, MANN BROS.

The circular inclosed measured 8 x 14 inches and was well printed, but on second-grade paper. Fifty cents a thousand sheets added to what you pay now will get you a grade of paper so much better than this that you will wonder how you ever could have used this. Here is the reduced reproduction:—

Good Goods Go Further

That's why the knowing housewife likes our kind of Groceries. They have long ago found out that there is no saving in buying cheap goods, or unknown brands of goods. Here we are offering you a list of nationally advertised, a list of known goods, at unmatchable prices.

THIS SALE COMMENCES FRIDAY, JANUARY 29th; ENDING THURSDAY, FEBRUARY 4th

BUTTER
The very best on the market. You can't beat the quality if you paid $1.00 lb for it, nor you can't beat the price, lb....36c
3 lbs for $1.05
Convince yourself; try it.

PEACHES
15 S&H Stamps Free with 2 lbs Evaporated Peaches, per lb.....10c

FORMERLY 15c LB., NOW 10c LB.
Extra Choice Brazil Nuts, Extra Choice Mixed Nuts.

SUGAR
5 lb bag Fine Granulated Sugar 27c

LARD
Armour's Pure Leaf Lard —no purer at any price, no cheaper at this price, lb. 12½c

CONDENSED MILK SPECIAL
2 cans Eagle Milk....25c
Star brand Milk, can..10c
Butterfly Milk, can...10c
3 cans Anchor Milk...25c
3 large cans Evaporated Milk.....25c

EGGS
Fresh Selected, dozen 35c

SOAP SALE
10 bars Satin Gloss
10 bars Kirkman's Borax 39
10 bars Fels Naphtha 39
10 bars Octagon...
Any 10 for.....39c

4 lb bag Star Naphtha Powder, value 20c...15c

Hecker's Oatmeal, package 8c

FLOUR! FLOUR!

Flour has advanced. Here we have a big slash in the price. We have managed to stock ahead with the well known brand. It's the Herbert's Best. Those who have tried it know the brand without us speaking a single word about it, but those who are paying high prices for flour, we would like to have you try our brand, and save 15c on every bag. It is sure to please. Your money back if it doesn't.

Barrel	98-lb Sack	24½-lb Bag	12-lb Bag	7-lb Bag	3½-lb Sample
$7.60	$3.70	95c	50c	28c	16c

SPECIAL S&H STAMPS FREE WITH TEAS AND COFFEES
100 S&H Stamps Free with 1 lb Very Best Tea, all flavors.....60c

30 S&H Stamps Free with 1 lb Perfection Coffee 27c
Our very best seller. You can't beat the quality of this Coffee.

2 5c boxes of Tip Matches 5c
2 5c rolls Toilet Paper 5c

Uneeda Biscuit, Saturday only, pkg..... 4c

A Large Variety of **FRESH FRUITS AND VEGETABLES**
Call at our store and see the large display.
½ bush. basket Choice Table Apples.....35c
While they last.

3 CANS CHOICES CANNED GOODS
Packed for.....25c
They are all regular 10c and 12c goods. Tomatoes, Sugar Corn, Sweet June Peas, Succotash, Lima Beans, Campbell's brand, Karo Syrup, or Campbell's Soups.

10 S&H STAMPS FREE
With the Following:
1 bot. Ammonia.....10c
1 bot. Blueing.....10c
1 bot. Vanilla Extract.10c
1 bot. Lemon Extract.10c
1 bot. Vinegar.....10c
1 bot. Ketchup.....10c
1 can Salad Oil.....10c
6 lbs Wash Soda.....10c
2 boxes Matches.....10c
1 bag Table Salt.....10c
1 can Lye.....10c
1 can Old Dutch.....10c
1 box Shaker Salt....10c

Large Dill Pickles, dozen 10c

186 Easton Avenue Phone 746

MANN BROS.
Where Your Money Goes the Farthest

186 Easton Avenue Phone 746

This is pretty good advertising. It looks good, by which I mean that it has an interesting appearance, which as I have so often pointed out, is half the battle in all kinds of advertising. The introduction might have been a little more inspiring, perhaps. "No Saving in Cheap Goods" would have been a more pointed headline. Another thing, I should have liked to see everything on the circular treated like the butter and flour paragraphs were treated. There isn't the slightest doubt that this is the best kind of advertising, and practically always gets the best results. The price list kind of advertising is a lazy way—it takes no energy at all to set down the name of an article and its price, while it does take some to think up some appealing thing to say about it. Therefore a lot of advertisers fall into the lazy habit, remembering that they are often saving at the spigot but losing at the bung. They save a little work, but always at the expense of results. Take Mann Bros.' advertisement of peaches—"Peaches, 15 S. & H. Stamps Free with two pounds Evaporated Peaches, per Pound, 10c." Not a word about the quality of the peaches. Evidently the thought is that the stamps may sell them and so they may, but do you want to put your business on a trading stamp basis? Woe betide you if you do, for as soon as you establish that status it will be "How many stamps do I get?" instead of "What kind of goods." The comparison between you and your competitors will be "Which gives the most stamps?" instead of "Which sells the best goods and gives the best service?"

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Reputation

as you know, helps the sale of an article wonderfully. When it comes to yeast, do you know of any other that has the reputation and prestige of

Fleischmann's Yeast

The Proper Care of Perishable Food Products by the Retailer

The National Wholesale Grocers' Association of the United States has prepared and is issuing to the retail trade some extremely useful matter under the above heading, the point being to supply some practical directions by which spoilage in the retail store may be reduced as much as possible. From time to time the "Modern Merchant and Grocery World" will publish brief extracts from this matter.

No. 8.—Nuts in Shell, Nuts Shelled, Olive Oil, Olives and Milk, Peanut Butter.

Nuts in the shell should be stored in a cool place. A grocer will frequently carry a few nuts over the summer, during which time there is little call for them. Never mix old goods with new, as the quality of the entire lot will be materially affected.

NUTS, SHELLED.

Shelled nuts are extremely perishable. They should never be exposed to the direct rays of the sun, or stored near stoves or steam pipes, as the heat will draw out the natural oil, and the nuts will almost immediately become rancid. This product should be kept in jars with close-fitting covers, so as to protect it from the air and from dust and dirt.

All claims on shelled nuts should be made immediately after arrival of goods, as their keeping qualities are extremely limited if subjected to improper care.

OLIVE OIL.

Avoid exposing olive oil, salad oil, etc., to strong light or heat.

OLIVES IN BULK.

Olives in bulk should be examined immediately upon arrival to see that they are well covered with brine. Olives exposed to the air will turn dark and rapidly deteriorate in quality.

If there is a shortage of liquor, make a brine consisting of 14 ounces of salt to each gallon of water. In cold weather 12 ounces of salt per gallon of water is the proper proportion. Use only pure water, filtered if possible.

If a white scum appears on the brine it should be carefully removed with a cloth. Never stir it into the brine.

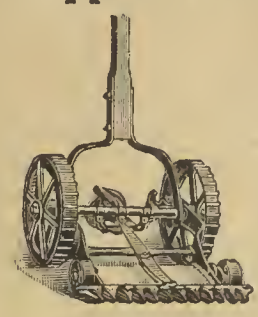
Olives should be kept in a cool place, and when opened should be kept away from articles which have a bad odor such as kraut, salt fish, onions, etc.

Never use a metal dipper, pan or measure in handling olives. Wooden dippers or measures only are advisable.

PEANUT BUTTER.

Peanut butter should be stored, as well as displayed, in a cool part of the store, and away from the sun's rays. The natural oil of the peanut will separate from the solids after the butter has been stocked a considerable length of time, and will separate in a very short time if exposed to the sun or to any other heat. If you observe any signs of oil separation turn the jar cap downward, which will cause a redistribution of the oil, thus making the package more sightly and improving the eating qualities of the butter.

Clipper Lawn Mower



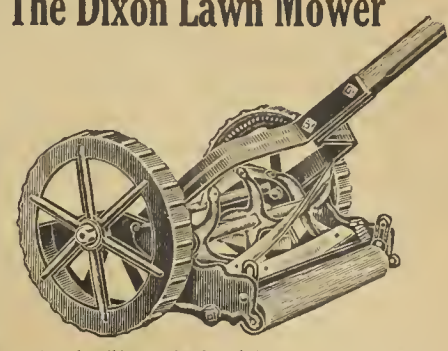
The Mower that will kill all the weeds in your lawn. If you keep all the weeds cut so they do not go to seed, and cut your grass without breaking the small feeders of roots, the grass becomes thick and weeds disappear.

THE CLIPPER WILL DO IT.

Dealers Spot Cash Prices

No. 1.	12-inch	$ 4.50
No. 2.	15-inch	5.00
No. 3.	18-inch	5.50
No. 4.	21-inch	6.00
Pony Mower,	24-inch	13.50

The Dixon Lawn Mower



12-in. $4.50 14-in. $5.00 16-in. $5.50
18-in. $6.00 20-in. $6.50

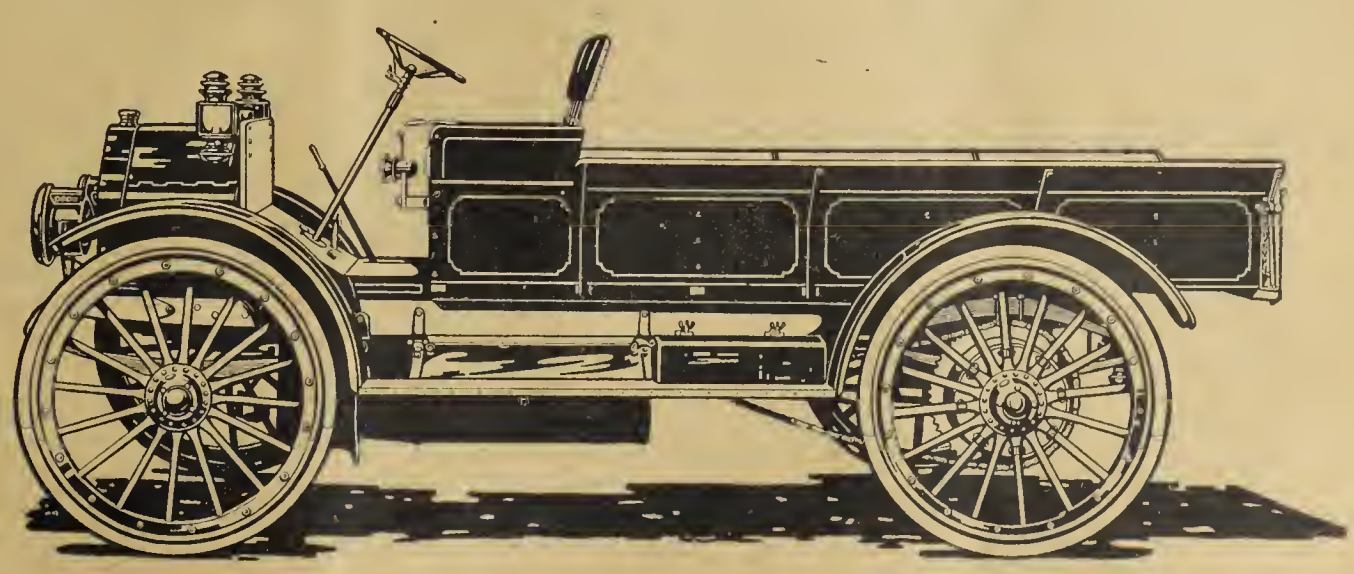
Patent Thrust, Ball Bearing, Guaranteed in Every Way and Dust Proof. Both the upper and lower knives are crucible steel. Wheels are 10 in. high and the gear is on the inside rim of the wheels, giving great power and speed. The real knife is 6½ in. in diameter, has four blades. The lower bed knife is crucible lip steel fastened to floating knife bed. This bed knife bar rests on tie rod that holds the back ends of the mower rigidly together.

CLIPPER LAWN MOWER CO.
DIXON, ILLINOIS

Get Above the Dead Level

"What can I do to make the customer choose ME?" Stores are so numerous that many grocers are asking this question to-day. For one thing, you can make your service stand out above competition. That is what wins the favor of the customer, whatever your business is. And nothing will help more than an

International Motor Truck



It will replace your slow, unreliable horse and wagon equipment with swift, always-ready power and capacity for hauling goods, products and material on time; making deliveries to waiting housewives promptly; reducing hauling expenses; saving valuable time; keeping your customers from changing to some equally convenient competitor.

Look into this matter of service in quick attention, rapid delivery, economy, saving of time and labor, increased profits which the International means. There lies the secret. You need not buy if not convinced when you have read our catalogues, facts, figures, full information. Address the

INTERNATIONAL HARVESTER COMPANY OF AMERICA
(Incorporated)
105 Harvester Building CHICAGO U S A

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost $17; will sell for $9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost $4; will sell for $2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for $2 a gross, 2 cases to a gross.
J. B. Losey,
Somerville, N. J.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a 10-foot outfit; solid marble; has only been in use three months. Cost us $1,200; will sell for $650 cash, f. o. b. Waynesboro. Everything as good as new.
Standard Grocery Co.,
215 W. Main St., Waynesboro, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was $3.25 a case, 4 doz., less 4 per cent., $3.12. Cracked Wheat, $2.45, two dozen. Make offer.
Godfrey Quebel,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for $10. Also 4 two-branch combination gas and electric chandeliers; cost $7.50 each; will sell 4 for $12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost $12; will sell for $7.50. A. J. Patterson,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me $350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.
H. M. Gingrich,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.
John Altman & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank. W. E. Roberts,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y. W. L. Benedict,
21 East Pearl St., Wellsville, N. Y.

Offer No. 31.

Refrigerator for sale, $50, cost $100; 8 x 4 feet, mirror top, two upper doors, beveled glass; suitable for grocery or delicatessen store; freight prepaid.
Benjamin Gebhard,
111 W. Duval St., Germantown, Phila.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.
Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?
A. B. Crawford,
Freehold, N. J.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing $145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.
Mullison Grocery Co.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.
P. L. Glase, Son & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?
Atco Stores Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.
P. B. Steininger,
Lewisburg, Pa.

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for $2.75 per box, f. o. b. Atlantic City, N. J.
L. A. Bacon,
1301 Baltic Ave., Atlantic City, N. J.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap. Peter C. Housman,
Milford, Del.

Offer No. 55.

Electric Coffee Mill for sale or exchange, 500 volts direct current. Perfect condition, low price.
P. J. Leary,
Conshohocken, Pa.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.
John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 57.

I have for sale a double McCaskey Account Register, 440 accounts, arranged to increase to 800 accounts; cost $240, will sell for $175 cash. Only used six months. Reason for selling, started cash business.
Robison's Table Supply Store.
Sharon, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.
N. W. Bennett,
549 Fifth Avenue, Troy, N. Y.

Offer No. 60.

I have for sale a small job printing outfit, in first-class condition, consisting of a Monumental rotary foot-power press, chase 6 x 9, and nine small fonts of type, suitable for regular job work in connection with a business of any kind for bill, letter and statement cards, posters, circulars and all kinds of work done on a press this size; piece rules, furniture, type cases, etc., all go with it, for $75, f. o. b. Greencastle, Pa. If interested write, and I may do better. Address W. Scott Hostetter, Box 232, Greencastle, Pa.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for $2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.
Chas. Shupp,
Plymouth, Pa.

Offer No. 63.

We offer the following:—

50 doz. Sledge Handles, 60 cents doz.

3 doz. Wood Lemon Squeezers, 25 cents doz.

4 doz. Wood Knife Boxes, 60 cents doz.

60 cases No. 2 Red Cherries, 87½ cents doz.

75 cases No. 2 White Cherries, 87½ cents doz.

2 cases Yours Truly Soup, 45 cents doz.

2 cases Beech-Nut Baked Beans, $1.25 doz.

100 cases No. 2 Tomatoes, in glass, 60 cents doz.

Witman Bros.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. Hubbs,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me $202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for $135. Ovens burn coal. Cash with order.
E. H. McClellan,
226 Lexington Ave., Dayton, Ohio.

Offer No. 66.

I have for sale one six-foot Floor Case, suitable for cigars or notions, in good condition; glass top; price $15, f. o. b. Berwick. Floyd Klinetob,
Berwick, Pa.

Offer No. 67.

One Edison Mimeograph, absolutely first-class condition, having been used very little. Cost $17.50; would sell for $10, or make offer.
C. W. Mergler,
Ridgefield Park, N. J.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LIX. PHILADELPHIA, March 15, 1915. No. 11.

odern Merchant and Grocery World

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AT

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TELEPHONES:

{ Filbert 3286
{ Filbert 3287 Keystone, Race 746
ate Exchange.

All Checks and Drafts payable to the Gro- World Publication Co.

An independent journal published exively in the interests of modern merants of all classes.

ELTON J. BUCKLEY,
Editor.

GEORGE B. KELLER,
Associate Editor.

DAVID EZEKIEL,
Advertising Manager.

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Tri-State Jobbers' Association Holds Ninth Annual Convention at Scranton, Pa.

Many Papers of Practical Interest on Live Trade Problems. Still Hammering for the Metric System. All Officers New But One. James Hewitt, of Philadelphia, President-Elect. Reading Next Convention Ciiy.

The ninth annual convention of the Wholesale Grocers' Association of Pennsylvania, New Jersey and Delaware was held at the Hotel Casey, Scranton, Pa., last Wednesday and Thursday, March 10th and 11th. F. B. Reeves, Jr., president, brought the convention to order, calling on Rev. William B. Beach, D. D., to ask the divine blessing on the ninth annual convention of the association. Dr. Beach earnestly asked God to put in every one's heart the remembrance that no concern is better than the character of its members.

The Mayor, E. B. Germyn, not being able to be present, sent greetings of welcome via his secretary, Mr. P. Silverstein.

Mr. John T. Porter, chairman of the local Committee of Arrangements, seconded the greetings of the city in behalf of the Scranton members of the association, stating that although the city of Scranton hadn't much to show visitors in the way of museums, parks, etc., since it had been too busy keeping the wolf from the door in its short history, nevertheless they hoped that the programme prepared for their entertainment would be enjoyed. He announced a theatre entertainment Wednesday evening.

Roll call and the reading of the minutes were dispensed with.

The annual address of the president, F. B. Reeves, Jr., was as follows:—

The year just finished has been a busy one and we believe an exceptionally prosperous one for our members. There have been no stirring events to mark the year, but work of the association, under the able management of Mr. Graves, has progressed very satisfactorily.

There has been more actual work done in strengthening our lines, more miles traveled and more local meetings held than any year since our organization.

We have held zone meetings at Philadelphia, Wilmington, Trenton, Harrisburg, Reading, Wilkes-Barre, Scranton, Altoona, Warren.

Mr. Graves, in his report, will explain just what work was undertaken and accomplished at these zone meetings. From nearly all the cities in which these meetings were held requests have come that we arrange further meetings.

When you honored me by making me your president you pledged me your support, and I wish to now thank you one and all for the hearty spirit in which this pledge has been carried out.

Not one request to serve on a committee, to attend a zone meeting or to do anything for the good of the association has been refused. All have been willing to serve when called upon. I desire to especially express my appreciation of the work done by Messrs. Bursk, Hewitt and Davies, and to cordially thank the members of all the committees for their faithfulness in performing their duties.

In September the retailers of the State of Pennsylvania met in convention at Philadelphia and were entertained by your association and the Philadelphia jobbers at Willow Grove. The Manufacturers' Representatives joined us in this entertainment, and we feel that great good was accomplished in drawing the wholesaler and retailer closer together.

Our relations with the manufacturers and their representatives have been uniformly harmonious. Some of the manufacturers feel that there is room for improvement in the service given them by the jobbers. It should always be our aim to give the best service of which we are capable, to fill all specialty orders with care, and to demand in return fair treatment and proper remuneration.

Our association mailed to every member a copy of an address by Frank C. Letts, of the Michigan Association. We recommend this article to you for your careful consideration, and would advise your putting a copy in the hands of each of your salesmen.

In a scientific and comprehensive manner it touches every subject vital to the wholesale grocery business.

Your president would be happy to give you a message as powerful and strong. As that is impossible, he commends Mr. Letts' article to you. Our firm thought so well of it that we purchased 50 copies for the heads of our departments and salesmen.

In it he calls attention to the fact that the wholesale grocery business represents more invested capital than any other business in the country.

He bids us remember, as did Mr. Hannahs in every speech he ever made, that no one can do all the business, and it behooves each one to make a fair margin of profit on that portion of the business which he is doing.

This advice may be unnecessary to the grocers of the Tri-State Association, for from such reports as have come to me it would seem as though the past year has been a prosperous one for all. Is it not likely that this prosperity is due in a measure to association work? It is time to stop and ask the question: What is association work doing? Is it helping us to give better service to the retailers, and through them to the public? To this question, it seems to me, there can be one answer, and that the affirmative. I have never attended a meeting of grocers in any locality without learning something, and gone home better able to transact my own business.

Looking at the future of association work, it seems to me we should direct our attention to more perfect local organization.

Pennsylvania is best represented in the National Association because of the Tri-State Association. The Tri-State Association gets its best support from those sections where there are strong local associations. By working co-operatively with our neighbors we best understand the value and scope of association work. Co-operatively in the way of improving the service, but without limiting in the slightest degree good, healthy competition.

Association work should mean a desire to all to prosper together, and to pass that prosperity on from the jobber to the retailer to the consumer.

Next came the report of the secretary and general manager, Mr. A. M. Graves, which included the report of Mr. C. Y. Fox, treasurer, since Mr. Fox was unable to attend.

Treasury balance on hand, 1914,	$604 54
Received from dues last year..	7,900 00
Other sources	718 81
	$9,223 35
Disbursements	8,666 38
Balance named	$556 97

The annual report of the secretary and general manager, Alvin M. Graves, was as follows:—

Business is a very sensitive thing, and it has been more or less disturbed during the last year on account of unusual conditions, but on the whole we can't believe that the wholesale grocer has any great cause for discouragement. The outlook is good, and we believe this country is on the eve of a great prosperity, possibly the greatest we have ever had. Anyway, business is never dull in our office. When we are not actually pressing the work forward for better conditions, we are preparing to stir up something, and so far have not had to adopt the policy of "watchful waiting."

We have sent out during the year over 9,500 letters and special notices of information to the members. We have traveled over 15,000 miles calling on members, holding zone meetings, and attending conventions in your behalf and for furthering the work of the association.

We are pleased to report two new members: Norristown Wholesale Grocery Co., Norristown, Pa., and the Chambersburg Wholesale Co., Chambersburg, Pa., which increases our membership to 157, including branches.

Our finances are in splendid shape, as the following report shows:—

Balance March 10, 1914...	$604 54
Received from dues during the year	7,900 00
Received from other sources	718 81
Total	$9,223 35
Disbursements per vouchers on treasurer	8,666 38
Balance on hand.....	$556 97

Itemized statement for use of auditors is herewith attached and marked "Exhibit A." The promptness with which members pay their dues is most gratifying to your treasurer and your secretary.

In the spirit of good will towards other organizations, we had the privilege of attending the following conventions: The National Wholesale Grocers' Association at Minneapolis, June 17-19th; the Pennsylvania Retail Grocers' Association at Philadelphia, September 7-10th; the New York Wholesale Grocers' Association, January 21st; and the National Canners' Association, February 8-13th. The programmes of all these great gathe ings were educational in charact and of interest and benefit to who attended.

The report of the committee a pointed at the last convention to vide the territory into zones w sent to you under date of April 1914. Complying with the reco mendations of the report, twe meetings were held during the and winter. Four in Philadelp and one each in the following cit Wilmington, Reading, October Scranton, October 22d; Trent October 29th; Harrisburg, Nov ber 12th; Altoona, November 2 Wilkes-Barre, December 11th, a Warren, January 12th. These me ings were all well attended a much interest shown in the rou table discussion of such subjects "Cost of Doing Business," "Bro Packages," "Credits," "Collecti and Discounts," "Deals," "Frei and Truck Delivery," "Food a Weight Laws." On behalf of various committees on zone wo we wish to express our apprec tion for the presence and help most of these meetings of Reeves, Mr. Hewitt, Mr. Bursk a Mr. Davies.

The committee appointed to certain, if possible, the avera gross profit made by jobbers Pennsylvania, New Jersey and D aware, and at the same time get per cent. of cost of doing busin prepared and sent out to memb a letter requesting them to furn the desired information, using form and blank slip furnished the purpose. We are sorry to port that only forty out of a po ble one hundred and thirty sponded. This small percentage returns does not necessarily in cate a lack of interest in the m ter, but is due no doubt to priv reasons, which we must resp The returns have been turned o to Mr. Bursk, chairman of committee, who will discuss subject with you to-morrow mo ing.

In our last report mention made that some practical progre ive work should be undertaken the interest and for the benefit the retailer. Since then Harv University has inaugurated a p that, in our opinion, would, if gi proper support, prove a great h to the retailers and also of be fit to the jobbers. The plan is s ple, and a good many retailers h actually adopted the system and beginning to send in their figu Here is an opportunity, gentlem for you to do your customers a r service, especially those who unskilled. We therefore reco mend that you have your salesm write the Harvard Univers Cambridge, Mass., for a set of H vard System Accounts for Re Grocers, which will be furnis free for them to use with their c tomers. This was found to b great help to the shoe business, no doubt would be just as hel in the grocery business.

Our office continues to supp the One-Cent Letter Postage sociation in their efforts bef Congress. We have also given tive support to the Stevens Trade Bill, known as "H. 13,305." In a letter recently ceived from the author of the he states that hearings and w done among members has given bill a good standing, and he f quite confident that it can be en ed in the next Congress. He s "the important thing is to get m bers of Congress to look into facts. Most men, when they read the bill or hear of it are posed to it largely because the q

n of price fixing is connected in ir mind with monopoly." There- e we suggest that you write your ngressman and ask him to study s bill and look into the ques- n involved in it. If you will do s it will have a beneficial effect. The Federal Trade Commission t, recently enacted, creates a mmission with authority to in- stigate and prevent methods of fair competition. It is also arged with the enforcement of new Federal Anti-Trust (Clay- n) Act. Section 2 of this act for- is discrimination in prices to pur- asers when intended to lessen mpetition. Variations in prices permitted, however, on account difference of grade, quantity, ality, cost of selling, cost of nsportation and reasonable com- ition. It does not prohibit per- ns from selecting their custom- . We believe there is promise of eat helpfulness in this trade com- ssion, and business men and cor- ration and trade associations can to it without a lot of red tape d find out what they can do and at they cannot do. We mention s matter because we believe it s to do with your business and r work.

There are also many interesting atters before the Pennsylvania d New Jersey Legislatures, which ll be reported by the Legislative mmittee.

We take this opportunity to ex- ess our high appreciation of the ntinued co-operation that the sociation of Manufacturers' Rep- sentatives is giving the jobbers d for the courtesy extended our embers at their banquet last No- mber.

Just here permit us to record the lowing resolution adopted by our Executive Committee last Novem- ber:—

> Whereas, The Pennsylvania, New Jersey and Delaware Wholesale Grocers' Association, believing that the habit of many manufacturers specifying the terms on retail orders given through the jobber often leads to misunderstanding and delay, and
>
> Whereas, The terms vary throughout the territory of this association and are frequently not uniform among jobbers doing business in the same section, therefore be it
>
> Resolved, That the manufacturers are hereby requested to instruct their specialty men when taking orders for the account of the jobber to refrain from stating, either orally or on the order, any terms whatsoever.

We don't know just what the manufacturers did about it, but we do know that we have had no complaint on this score since.

While the conditions surrounding the handling of orders taken by specialty men have greatly improved in our territory, there are still many cancellations, due as some claim to faulty methods of the salesmen. Some men promise anything, and orders are taken with a big string to them, the terms are left unexplained, or the goods sold on terms not acceptable to the jobber through whom the order is taken. This is an evil that can be easily corrected, and we put it up to the new association.

We feel constrained to mention three things that seem to be common in some sections with certain people, and ask that you do all you can individually to cure the trouble, if there is any, in your neighborhood. The "price cutter." He, like the poor, will be with us always; he is the five or ten per cent. alloy in the trade, and exists because the ninety or ninety-five per cent. continue to run their business on broad and fair lines. The "Trade Letter" says: "The cutter believes that merchandising is a sort of commercial warfare; he destroys profit, breeds distrust and forfeits confidence." If this is "methods of unfair competition" we commend it to the attention of the Federal Trade Commission. The other two we have only to mention, namely, "deals" and "subsidizing of salesmen." It is an old story, but needs to be told often, because the evil tendency of them both is more than most of us realize. On January 1, 1915, the first was abolished in California. Why not here? The second is entirely in your hands, and you can stop it as far as your house is concerned whenever you will do it.

Mr. Graves' report was referred to the Committee on Resolutions for attention to its recommendations.

Mr. Gray, secretary of the New York Association, and Mr. Danahey, of Pittsburg, were the only visiting jobbers introduced.

Mr. A. H. Beckman's greeting, calling special attention to the work of members of the Tri-State Association, was politely applauded as each member's name came up.

The address of Alfred H. Beckmann, secretary National Wholesale Grocers' Association, was as follows:—

> The State of Pennsylvania has more members in the National Association than any State in the Union and has been able to maintain that record for the past several years, in spite of the ambitions of other very active States.
>
> Your State furnishes D. C. Shaw, our honorable third vice-president, than whom there is no better guide for "safety first," to say nothing of his continued efforts to educate the wholesale grocer in curtailing his fire losses.
>
> Also your James Hewitt, a deliberate, careful Executive Committeeman of our association, will further help us to continued success.
>
> Then your modest D. H. Crocker, who has done more to increase the membership in the National Association than any other man in the country.
>
> Your J. Grant Schwarz, whose careful study of the best interests of the trade is always uppermost in his mind.
>
> That prince of good fellows, Robert G. Bursk, who has been of incalculable value to the National Association in his several capacities, and many others from Pennsylvania, who are and we hope will continue to be interested in the National Association affairs.
>
> So, gentlemen, you will recognize that the National Association naturally and very properly has a most friendly feeling, as well as an admiration for our members from Pennsylvania, not omitting, however, that tried and true veteran, Senator Blackwell, of New Jersey, which State has also other interested members. We can only boast of one member from Delaware at present and cordially invite others.
>
> When the National Association was organized in 1906, there was more or less doubt of its future,

(Continued on page 13.)

20

How do you answer this: Which is the better proposition, a proprietary article that takes ten minutes' hard work to sell, and pays thirty-three and one-third per cent. gross profit, or one that takes no time to sell and pays twenty-five per cent. gross profit?

When figuring the relative profit on a nationally advertised brand and an unknown brand, never fail to include the time needed to make the sale.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

Do You Recognize the Old Time Grocery Business as Here Pictured?*

James Hewitt, the Philadelphia Jobber, Describes Business Methods Forty-five Years Ago, Without Typewriters, Telephones, Bank Credits, and Numerous Other Conveniences. What the Changes Between Past and Present Mean.

Some forty-five years ago, in the summer of 1870, a boy fresh from school entered the wholesale grocery establishment of H. Kellogg & Sons in the city of Philadelphia. His first greeting from his employer was, "Have you come to stay or is it just to fill out your vacation?" He said "to stay." Little did he realize the period of years involved in that answer.

As I look back over these years how swiftly they have gone. What a vast army of business houses have disappeared. How different are the methods of business. In those early days there were no salesmen calling upon the city grocer, but bright and early in the morning the grocer would wend his way to his wholesale house and place his order. When he had completed his purchases his next duty was to send his wagon after the goods or else hire a teamster to bring them to his store. Front street in the afternoon would be full of such teams, each driver striving to get his goods as quickly as possible.

The porter of the wholesale house was an individual of some importance. No common carrier was he. His duty of delivering goods to the purchaser ended when he placed the articles upon the front door steps, leaving to the buyer the problem of carrying out the goods and loading them on the wagon.

Those were the days of old-fashioned drays, a two-wheeled affair with two shafts extending from the rear balancing the shaft in which the horse was harnessed.

What miracles of loading were done with these drays. Each driver took a special pride in loading the small boxes, barrels and bundles in such a manner that they would safely carry.

There were no electric elevators—there were "falls"—a windlass with a rope around it, and all hands were called to pull on the ropes and the cry "let her go" as the sling with its load would be pulled in at the proper floor still rings in my ears.

No salesmen were on the street, only "collectors," who were really the beginning of the vast army of salesmen which we now see.

There were no telephones, no stenographers, typewriting machines, adding machines or billing machines. Everything was hand work—old-fashioned letter presses for copying letters; bills carefully folded and endorsed on the back, "name of house," "amount of bill," "date of purchase," each month tied up with string and carefully filed.

No converse was held with his brother merchant, for he was a competitor, and to visit his store was just to see who his customers were. They were the days of long credits. We had customers who settled once a year, some twice a year or four times a year and not always in cash, but frequently with notes bearing no interest.

When the merchant needed money the bank was farthest from his thoughts. He went around among his neighbors and exchanged checks. I suspect the old cheese house of Coon & Bro. could tell many a story of "hard up" old-time merchants.

Clyde's Canal Line and the Swiftsure Canal Line were the favorite ways of getting freight from New York.

The old canal to Easton was then in use as also the one to Trenton.

Merchandise from foreign lands came by sailing vessels. Crosse & Blackwell's pickles and sauces, J. & J. Colman's mustard, J. & G. Cox's gelatine, Lea & Perrin's sauce were brought regularly by sailing packets. The old "Cape Line" at Walnut street wharf landed many a cargo of these goods. A fast fleet of sailing vessels brought our raisins, citron and currants from the Mediterranean. When these cargoes arrived an auction sale was instituted which brought a large company of buyers from nearby points who eagerly competed for the goods.

The raisin that was largely sold was the mat raisin, a straw mat containing 50 pounds of good raisins. The principal shipper from Spain was Bevan & Co. All honor to this house of Bevan & Co., Malaga, for all these years still continues to head the line of raisin exporters.

Rice came in large tierces from South Carolina, each tierce holding about 700 pounds. Prunes came from Bosnia and Turkey in casks of 1,600 pounds each. French prunes came neatly packed in kegs of 50 kilograms or boxes of 25 kilograms. The California prune was unknown.

In canned goods the only canned corn was the Winslow corn. In tomatoes the popular brands were the "Quinton," the "West Jersey Standard," "Triumph" and "Centennial" brands. The "Quinton" alone holds out and offers itself still to the consuming trade.

Campbell's peas held the palm for quality; Richardson & Robbins were unrivalled for their peaches, and Chambers for "sliced peaches with cream."

Tennessee sent up its fine dried peaches in bags about 100 pounds each, and Georgia contributed a light pared peach. Pennsylvania offered its pitted cherries and New York its dried pitted plums. There was no such thing as evaporated fruit.

They were the days when Dixon's stove polish, Hecker's wheaten grits and farina, Babbitt's soap, McKeone, Van Haagen & Co.'s soaps, Conway's olive and oleine soap, Kingsford's and Duryeas starch and Wright's minced meat were eagerly sought by the better trade.

The telegraph, the telephone, the steamship, the cable, the auto cars, the loose leaf system, the credit man, the salesman, the departmental buying, the package goods, the food laws, the great commercial organizations, all emphasize these changes. Higher business ideals, a greater condensation of business, the quicker distribution of news and the narrowing territory for business all speak of a rapidly changing of affairs brought abo by the keen rivalry.

Were I to read the names of t wholesale grocers of the earli days in Philadelphia it would the roll of the dead. The hous that continue to this day are few. have some names written down. incomplete list indeed, but it phasizes the changes that have curred:—

WHOLESALE FANCY GROCERS.

Githens & Rexsamer, J. M. Oliv & Son; H. C. Kellogg & Co.; J. Bussier & Co., Warner Rhoads Co., James Dodd, E. L. Mintzer, Kellogg & Sons.

DRIED FRUIT AND COMMISSION MERCHANTS.

Toland & Cowan, B. M. Jones, Bispham & Son, John D. Tustin.

TEA MERCHANTS.

J. A. Aull & Co., J. H. Cather wood & Co., E. J. Heraty & C Wm. Longstreth & Co.

FISH AND CHEESE.

Koons, Schwarz & Co.; Jo Stroup, Cheeseboro & Bro.

SOAPS.

McKeone, Van Haagen & Co. Francis Conway & Son, Wm. Con way, Gready & Keefe.

WHOLESALE GROCERS.

Reeves & Parvin, Philip Reilly John McGlensey & Son, Harding White, E. C. Eby Co., Burns Smucker, Trimble, Sides & Co. Thos. Roberts & Co., Gillespie, Zel ler & Co.; Royal & Homer, Coyl Laughlin & Co.; Thos. M. Kerr, Ja S. Martin, W. S. Boyd & Co., J. E. Aumont, R. Middleton & Bro John Sharp, Fearons & Smith, Ru dolph & Buzby, Francis Jordan Son; S. S. Thompson & Co., Joh L. Hough & Co., W. T. Kirk & Co John B. Love & Co., Reiff, Howe & Harvey; Wm. King & Co., Jo Graham & Son.

THE COFFEE MERCHANT.

Jno. Graham & Co.

FRUIT IMPORTERS.

Isaac Jeanes & Co., S. S. Scat tergood Co., N. Hellings & Bro Selser & Bro.

BEANS AND PEAS.

Barker & Co., S. Boyd & Co Louis Zurn.

PRESERVES.

Philip J. Ritter, Schimmel & Co

BROOMS.

George F. Gale & Son.

SUGAR.

John Dignan.

Possibly as great a change fr the past are those association me ings. At first a getting together combat the inroads upon our bu ness they have broadened out up the educational basis. Now

* NOTE.—The above is an address delivered by James Hewitt, of Philadelphia, Pa., at the convention of the Tri-State Wholesale Grocers' Association at Scranton, Pa., last Thursday. It is considered of sufficient trade interest to take out of the convention report.—ED.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World
Attorney and Counselor at La
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

lied the principles of credit, the ematizing of business methods, k sheets which tell whether or the particular item pays to y in stock, salesmen's sheets—is aying the house to keep him. dit accounts; does the customer t too much to carry. The cost ount—what it costs to do busi-s. A knowledge of all these gs becomes vitally necessary in se days of quick sales with small fits.

hese associations have a won-ful way in helping a merchant solve his problems and to lift t out of a narrow view of con-ons and give him a healthful nulus to manage his own affairs. he old days are gone. We who re boys then have taken the place the departed and are trying hard faithfully serve the people of our r and generation. We have seen grocery trade grow from the ndling of food in great bulk to kage goods—clean, attractive. nitary food laws have swept the is from the pepper, the chicory m the coffee and the strange ves from the tea. No longer n an adulterant be used to cheap-the price without a statement of fact upon the label. No longer n a package look like a pound or quart and not be truly so.

Clean, healthful food in honest ckages is the demand of the day. at hidden source of profit that lped to add to the coffers of our refathers is gone. The keen eye the State is upon all of our ac-ns.

These food laws of the Govern-ent which to our honor we may y has had the strong support of e merchant, have helped to work wonderful moral improvement in ade conditions. The searching ght of investigation as to the char-ter of the food we handle and w handled completely shuts out e shady actions of the past. Were e old time merchant permitted to eturn and behold the new order of ings he would surely think that great revolution in business had aken place.

In our larger cities we now have he advent of the wholesale cash rocer, mail-order houses, chain tores and buying exchanges, all ontributing to make the problems f business the harder to solve.

These institutions are here, here o stay, and successfully handled as rule. There is as much use rail-ng at them as the chatter of a cat gazing in the sky at the flying birds. The time is now here when it will pay us to examine more closely their methods of business.

These things impress me that we might learn from them:—

The value of

Short credits, of quick turn overs, of specializing goods, of quick settlements on the part of the house itself.

First, the value of short credits. Their great mainstay is cash sales. They have practically eliminated the loss occasioned by the giving of credit. The point for us to take out of this is, do not allow your customer to lean upon you as if you were a banker. When the terms of credit have expired, collect your bill. This is doing your retail grocer a real good for he will be careful not to extend his credit too leniently to his customers. Then the lower prices at which you will be able to sell your goods will be compensated by the shrinkage of the profit and loss account.

Second, quick turnovers. These stores teach us the value of quick "turnovers" of stock. Almost without exception their purchases cover their needs for a short period. Then they are in the market again for renewals of stock. The lesson is merchandise held long in storage soon has a way of destroying its profit and becoming an expense. I fear too many of us overlook this fact when making purchases or fixing prices.

Third, specializing work. These stores do this by use of their private or special labels, by which means they control their profits. A staple article might be sold upon close terms to attract the buyer, but the hard push is always upon the special label of the house. For instance, a car of tomatoes might be purchased, a part of the shipment will be offered under the packer's name at a low price, but under the firm label the selling price is advanced 2 cents per tin. This is frequently done and the point is for us to learn to give our label such a distinction for quality that we too will earn the extra profit.

Fourth, quick settlements. No one who sells the chain stores ever has any trouble over payments. The advantage of the discount for cash is always taken. The manufacturer or merchant who sells these stores knows that there is no long waiting for settlement and when money is specially desirable houses that make the practice of cashing their invoices reap the advantages. These are the underlying principles of all successful houses.

The parcel post is not designed exclusively for the mail-order houses. I know a number of up-to-date retail grocers who are gathering considerable business from its use. If the country retail grocer would realize its advantages for him he would frequently send to his city jobber and have him mail the special article wanted, and so keep his trade at home.

I suspect that we wholesale grocers are not fully aware of the advantages of the parcel post system or in making its convenience known to the country grocer, and thus advertise our own business as well as help the retailer to maintain his more particular trade.

We cannot all do a cash business, but such should be our aim. Careful crediting and prompt collections and good service go a long way to bridge the gap between these chain stores and the retail grocer, and when we teach him these things we are helping ourselves to maintain our own trade. I think that sometimes the manufacturer makes the serious mistake for the sake of the immediate sale, of giving some special concession to these large concerns which shuts out the jobber and the ordinary retailer from handling his goods profitably and compels them to look for a substitute.

These are the days of specializing. The wholesale grocer can rarely to-day reap an unsual profit on any merchandise that he sells.

He is, therefore, compelled to look deeply into his cost of doing business and use modern methods to systematize his business and push some particular line in which he can stand pre-eminent. The professions have become specialized—the lawyer specializes, he is a criminal lawyer or admiralty or consulting or civil; the doctor is a specialist in eye, ear, throat, children's diseases, teeth, surgeon, consulting physician. Just so it must become in the business life.

There are all around lawyers and doctors and there will always be wholesale grocers, but the general tendency in the larger centers of trade will be to specialize along some line connected with the grocery business.

All through our States of Pennsylvania, New Jersey and Delaware are keen, active wholesale grocers—many of their representatives being with us in session at Scranton—who are supplying trade that was once tributary to Philadelphia and New York. They are a body of men with whom we are glad to meet and associate. But they compel us who dwell in the larger cities to cultivate more diligently our own home fields, and when we venture further abroad it must be with articles of a distinctive nature that attract by their quality, appearance and price.

The wholesale grocer may look into the future with confidence. His is the great distribution of food products and at the cheapest cost of distribution.

With his army of noble salesmen he enters every city, village and hamlet. These salesmen bring to the retail grocer his food supplies. More than that, they become his general adviser, teach him how to display the merchandise to best advantage and reap a fair return upon the investment.

It would seem to me that the days of foolish price-cutting are passing away. This is the reason that is back of the Fair Trade Bill. To allow a merchant to take a special article of intrinsic value and which has a wide demand due to its quality and the advertisement of the manufacturer and make a football of it as to price injures the rest of the trade who desire to handle the article and robs the manufacturer of his fairly earned right of a profitable demand for his goods.

Every merchant is entitled to a fair return upon all his merchandise. Some day the truth will dawn upon him that he is a fool to sell any article for less than its share of the cost of doing business. He will insist that the manufacturer must establish a selling price that will at least do this. So we will face the future with a cheerful optimism and do our best to make our ideals real visions of facts.

JAMES HEWITT.

Philadelphia, Pa.,
March 10, 1915.

Wanted—a Used Keith Credit Register

Give full specifications, including year purchased, type of register, condition and price wanted, also cost price. Address "R. O.," Modern Merchant and Grocery World.

WITH THE EDITOR

Writing Advertising That Sells Goods.

An experienced and original retail advertiser, Charles E. Spillard, men's furnisher and clothier of Elgin, Ill., confirms an opinion as to advertising which has often been expressed by this paper. Here is what he says:—

> Please do not think I am putting a pedestal under Charles E. Spillard when I say that I have gotten enough out of my advertising to warrant looking at it in a different way. Many a time I have worked for hours over an advertisement and paid out good money to have it printed—without obtaining any sales that I could trace. But by fighting it out over and over again, I now consider advertising one of the keenest weapons with which to master rising costs.
>
> It is a bit difficult to put into words exactly how I make my advertising pay. Still I think I can do so in at least a rough and ready way. For one thing, I always have a definite object in mind when I start to write an advertisement. I find that doing so gives a "slant" to the advertisement. Ideas and statements which have nothing to do with the object of the advertisement are kept in the background. The result is that the reader carries away the thought you really want to impress upon him, and not a jumble of more or less vague impressions.

In other words, Mr. Spillard sits down to write his advertising, and says to himself, "Here is Mr. So-and-so standing before me. I am tring to sell him a $2 shirt." Then instead of speaking his thoughts, he writes them and the result is advertising that sells goods, which so many reams of advertising unfortunately do not. Here is a sample of his advertising:—

> THE RIGHT KIND OF A RING.
>
> Don't think me egotistical or conceited just because I sound such loud praises about the clothes, the hats, the shirts, and so forth, that I sell. I *am* enthusiastic about them. I just can't help it. I'm enthusiastic about them because I know that every word I say about them is true.
>
> You know, just as well as I, that when a person says a thing that he realy believes, it's got the right kind of a ring to it. Isn't it so? When I say I sell the best clothes, the best hats, the best shirts, and the best rest of my line, that can be had around here for the price, I believe I am speaking the gospel truth.
>
> I sell the best that are made for several very good reasons. While the profit is not quite so large on each individual sale as on lower grade goods, customers come back again to trade. And, besides, these best goods are easier for me to sell and easier for you to buy. There's more than one way to prove what I say is true, but the best way is to come to my store, and if you're wearing a suit you paid $15 for, or one you paid $18 for, or $20, or a higher priced one, to compare it with mine at the same price. Then it's up to you.
>
> Will you compare? Will you?

We remember saying before, that many a merchant who is a crack-a-jack salesman behind the counter with a customer in front of him, stiffens into a tongue-tied stick when he picks up a pencil and tries to be a salesman on paper. His advertisements resemble his verbal selling talks like the moonlight resembles the noon-day sun. The only difficulty is that he will not remember that he is merely talking to his customers and trying to sell them goods.

The Stevens Bill and Its Prospects.

Readers hereof know by this time that the Stevens Bill did not get out of committee in the last Congress. The session adjourned with the bill left on base, as it were. Without doubt it will be brought up in the next Congress, and all possible pressure brought to bear to compel its passage.

It has already been explained in this paper that the Stevens Bill aims to prevent price-cutting, by authorizing the manufacture of a trademark or proprietary product to fix *and enforce* what the retail selling price shall be. Manufacturers of the above classes of products claim that it would save the lives of the trade and in addition would be the greatest possible boon to the manufacturer. Much of this claim is true. There are without doubt many good reasons for the passage of the Stevens Bill, but nevertheless the "Modern Merchant and Grocery World" does not expect to see it pass. Very probably Congress would be afraid to pass it, for one thing, for the folks at home who had been buying Ingersoll watches at 80 cents would probably not see much good in a Congressman who voted for a bill that made them pay a dollar.

Then from consumers' wholly selfish standpoint, a bill restricting a price at which something shall be sold at retail, looks like monopoly and restraint of trade. They cannot see why, and they never will be able to see why a dealer, if he wants to, should not be allowed to cut a price for their benefit. The Stevens Bill is to them a bill to foster swollen profits, and the price-cutter is a hero and a pioneer. The writer predicts that Congress will sidestep definite action on this bill as long as it can, and if it is compelled to take action, that it will probably vote the bill down.

A Bill That Should Not Pass.

We should be sorry to see the bill introduced in the Pennsylvania Legislature last Tuesday, repealing the present cold storage food act, passed without some substitute being provided. As a matter of fact, a substitute, the uniform cold storage food law, has already been introduced in the Senate and is on its way through.

There ought to be a cold storage food law. Not the fool thing that now exists. That is absolutely the worst hodge-podge that ever happened. Not in toto—it had its good points, and the uniform law retains them all. The main purpose of the new law is to prevent fraud upon both retail dealer and consumer. Usually the newspapers speak of the consumer as the only one defrauded, but the retailer is defrauded just as often. No cold storage food law is needed to protect the quality of cold storage food—the general food laws can do that.

A Good Bill Appears Again.

The writer is glad to see the bill forcing commission merchants to obtain a license from the State, and to furnish a bond to pay their debts to shippers, appearing again in the present session of the Pennsylvania Legislature. Its text appears in this week's Harrisburg letter. The same measure was introduced in the session of 1913, but failed because of opposition from a lot of Philadelphia commission merchants, who, in making opposition, were absolutely blind to their own best interests as we see it.

Not all commission merchan but many, are the pirates of tra They have no capital, they ha neither character nor reputati yet they are in forty-eight ho supplied with a stock in trade confiding shippers to whom th have offered a little above the ma ket for their goods. The "comm sion merchant" promptly sells t goods at the best price he can and with equal promptness ste either a part of the proceeds or of it.

The proposed bill would cure th condition almost over night. If passes, nobody can sell butter, eg cheese, fruits, vegetables or an thing else on commission witho first putting up a $2,500 bond pay shippers, and obtaining license. Anybody doing busine as a commission merchant witho giving the bond and getting t license can be arrested and fined to $1,000.

Scarcely a week passes witho an inquiry coming into this pap from a country shipper "What you know of so-and-so, to whom consigned something on such a da and from whom I have not be able to get any accounting?" W have never investigated such a ca yet in which the commission m inquired about was any good. Th were all dead beats or crooks, gi ing a more or less evil reputati to every decent commission me chant in business. Yet the Phil delphia commission men, almost a unit, opposed this bill when it w pending in 1913, merely because would have cost them a few dolla to get a license! We feel that th ought to be the warmest advocat of it.

This is Why One Co-operati Buying Scheme Failed.

Members of the Kansas City Associ tion's Plan Didn't Have Time to Ha Their Own Goods. Saving too Sm to Pay. Jobbers Fought It. Mer bers Couldn't All Pay Cash or Th Bought Undesirable Goods.

In a recent issue the "Mode Merchant and Grocery Worl paid some attention to the failure a co-operative buying plan that ha

en started a few months ago by e Kansas City (Kan.) Retail rocers' Association. The secre- ry of that association has just ade a statement giving in detail e cause of the failure, and we produce it here:—

As to why our Co-operative Buy- ers' Association was not a success, hat local conditions were respon- sible in a great measure for the failure of our association.

Take a city the size of ours, where members are scattered over an area of five or six square miles, it takes too much time going to headquar- ters for goods; the saving does not justify the loss of time, but I pre- sume that this would not apply to smaller cities where members could drive to headquarters with little loss of time.

Another serious drawback to our association was that most of our members did an extensive credit business, and therefore were unable to pay cash, which was necessary with our association, and owing to this fact we decided at the outset to buy only through wholesale houses, relying on our ability to buy in large quantities at a reduced price and then sell to our members at the same rates, thereby reducing the amount of capital invested by mem- bers in buying deals, etc.

We soon found, however, that the wholesalers did not take kindly to our co-operative buying, and in many instances would sell to mem- bers who were good customers in small quantities at the same rate asked of us, who bought in large quantities, done purposely to dis- courage our association.

Another difficulty in co-operative buying we found was the fluctuation of prices. Take, for instance, at one time we bought 100 boxes of soap and the next day after de- livery the price dropped 15 cents per box. We therefore were com- pelled to sell at a loss and on the other hand when there was an ad- vance the members would not stand for the raise, knowing what it cost.

We also met with the usual dis- sension that generally arises among members in an organization of this kind. The former secretary and the buyers' committee disagreed, result- ing in the secretary's resignation by request, and thereafter an exposure of a deficit, which will probably have to be made good by the mem- bers.

Another bad feature is the liabil- ity of the buyers to purchase unde- sirable goods, thereby causing dis- satisfaction and generally loss.

The result is, after one year's experience, we decided to dissolve the co-operative department of our association and confine our opera- tion to buying in quantities and de- livering direct to members, elimi- nating the cost of storage and the chance of loss, etc.

As I have stated, conditions here do not apply everywhere. I would advise, however, from our experi- ence, that a stock company be or- ganized in such cases, and go into business properly, adding sufficient profit to cover all loss, or, in other words, do business the same as or- dinary jobbers, declare dividends, etc.

In organizing an association of this kind the fact must not be over- looked that it is going to require time and attention from all the members, and there should be some substantial reward for the time and money thus invested.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

No Name Hat Company.

Intercourse, Pa., March 8, 1915.

To the Editor.

Dear Sir:—Will you please give town and street address of No Name Hat Mfg. Co., manufacturers of men's felt hats?

Thanking you for an early reply, we are, Yours truly,

E. ZIMMERMAN & SON.

The address is Orange Valley, N. J.

* * *

Two New Jersey Towns to Organize.

Glen Garden, N. J., March 10, 1915.

To the Editor.

Dear Sir:—We are making an effort to organize the retail dealers of our town and of two adjoining towns. Can you get us a set of rules or by-laws of some organization, or put us in touch with such an organization whereby we may get the information needed?

Thanking you, we remain,

Yours truly, LANCE BROS.

Mr. Reno Schoch, secretary of the Philadelphia Retail Grocers' Association, has been requested to send a copy of his constitution and by-laws to Messrs. Lance Bros.

* * *

Does a Food Show Bring Results to Exhibitors?

Lancaster, Pa., March 8, 1915.

To the Editor.

Dear Sir:—In view of the fact that there has been some question as to whether a Pure Food Show is a paying proposition for the exhibitors, it has occurred to the members of the Lancaster Advertisers' Club to submit to you for publication or not, as your editorial judgment may deem best, the inclosed record of sentiments of some of the exhibitors who took part in the recent Pure Food Show held in Lancaster, Pa., under the auspices of the Lancaster Advertisers' Club.

We note in looking through the columns of the "Modern Merchant and Grocery World" that you have three large advertisers who took part in the Pure Food Show of the Lancaster Advertisers' Club. These advertisers were the Diamond Match Co., the Corn Products Co. and the Franklin Sugar Refining Co. As everyone of our exhibitors, including these three, were not only pleased, but were highly delighted with the co-operative efforts of the Lancaster Advertisers' Club in increasing their sales in our community.

It has occurred to us that possibly the inclosed information may be a news item for your columns of considerable value. If you do not agree with our judgment regarding this, would you kindly return the inclosed data, as we do not wish to lose this copy?

Yours truly,

LANCASTER ADVERTISERS' CLUB.

H. G. Hall, Secretary-Treasurer.

The "Modern Merchant and Grocery World" has been interested in looking over the sheaf of testimonials from the exhibitors in the Lancaster food show We have not the space to publish them, but they appear to make it plain that the Lancaster show got its exhibitors results, anyway.

* * *

The American Telegraph Typewriter Co.

Albany, N. Y., March 8, 1915.

To the Editor.

Dear Sir:—Will you kindly give me some information about the American Telegraph Typewriter Co. in the next issue?

I have about 25 shares of their stock, and, in your opinion, will it ever be of any value?

Trusting you will oblige me,

Yours truly,

THOS. F. MAHER.

The "American Telegraph Typewriter Co." is a New York stock promotion concern which is given no special rating by the mercantile agencies. We know of no reason to believe that the stock has or will ever have any value.

* * *

From the "American Grocers Society."

Newark, N. J., March 6, 1915.

To the Editor.

Dear Sir:—In the March 1st number, on page 12, you have reproduced two letters of retail grocers inquiring about the American Grocers Society. While we feel that your comments are more temperate than other reports printed in other publications—at the same time you will agree prettier things might have been said.

We believe in your desire to do justice to the retail grocer and the organization serving him. In the beginning our enemies gave us 30 days to live. Later they extended the time to 6 months, and now we are passed the six months' mark. You must agree that any organization that has existed and developed for such a period of time must have some merits to interest retail grocers. We do not know of any stronger word than the praise of our own members who joined this organization six months ago, and copies of whose letters we are pleased to inclose herewith.

You are quite at liberty to call up any of these members or write to them asking them any questions you choose.

You express some doubt about the ability of this organization to continue to ship goods at this present price. You know that it costs the jobber from 7 to 10 per cent to drum the trade. All our orders are received by mail, so here is right at the start one of the reasons why we can supply our members at lower prices than the other fellow.

We will also tell you that this month we are putting on the market 12 new tea and coffee items, under the society's own label, which of course show the manufacturing profit to the treasury. Other items will be added rapidly.

We would like to assure you that our merchandise department is self-supporting. While many items are listed at cost price, there are others that enable the treasury to make a profit, and we want to doubly assure you and all your readers that not a single dollar of any stockholder's money is being used for the handling of goods, etc.

The majority of the directors of this organization are retail grocers. Some of these are as follows: C. D. Hoag, Newburg, N. Y.; B. S. Thomas, New Milford, Conn.; M. Steiner, Troy, N. Y.; A. T. Porter, Port Jervis, N. Y.; M. Finkelstein, Ossining, N. Y. You can refer to any of the foregoing.

Please return the inclosed letters in the self-addressed envelope to this office after you are through with them.

Yours truly,

AMERICAN GROCERS SOCIETY, INC.

The "Modern Merchant and Grocery World" sees nothing in this letter, assuming everything in it is true, to change its opinion of this scheme. With the letters came a good-sized batch of letters from retailers, all testifying to have saved some money by buying goods through the society. Such letters amount to nothing whatever. Any scheme that wants to put in an order or two of merchandise at cost can get letters of recommendation without number. The society's stock as a good permanent investment docs not gain one cent in value by such letters.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.

Tenth and Chestnut Streets

The concern claims that our previous statement as to the amount of stock sold is incorrect, and that it has actually sold about $15,000 worth of stock and has over 300 stockholders. George W. Ritter, the original president, a coffee broker, is out of the company, and his place has not been filled. It seems that the moving spirit is Barnett Warshawsky, the treasurer, who, as stated, is connected with S. Warshawsky & Sons, small wholesale grocers of Newark, N. J. It is from Warshawsky that the concern gets all its goods—gets them at precisely what they cost Warshawsky, who merely charges the bare cost to him, without adding the cost of handling. He is therefore selling—we ask again, for what purpose?—below cost. Of course, the society's plea that it is under less expense than a concern using salesmen is true, but it—or the jobber selling it goods—is under *some* expense, and we are suspicious of its reason for not including that expense in its selling cost.

* * *

Labelling Round Paper Cartons.

Bridgeport, Conn., March 6, 1915.

To the Editor.

Dear Sir:—Acting on a suggestion from the Logan Bros., of this city, subscribers to your paper, we would be pleased to know if you could advise us as to whether or not there is a machine made to label round paper cartons, and from whom we can obtain same.

Yours truly,
GOLD SEAL PRODUCTS CO.

Fred. H. Knapp Co., Maryland Casualty Building, Baltimore, Md.; the Economic Machinery Co., Worcester, Mass.; the Ed. Ermold Co., Thirteenth and Gansevoort street, New York City.

* * *

To Sell Chicken Feathers.

Waynesboro, Pa., March 6, 1915.

To the Editor.

Dear Sir:—Will you kindly send me the names of dealers in chicken feathers? I have about 500 pounds to sell.

Yours truly,
E. SILVER.

Cold Blast Feather Co., Mascher and Berks streets, Philadelphia. Mail sample for estimate.

* * *

The Articles on Care of Perishable Goods.

Williamsport, Pa., March 8, 1915.

To the Editor.

Dear Sir:—In the current issue of your paper I notice article No. 8 of "The Care of Perishable Goods by the Retailer." I regret to say that this is the first time I have ever seen any of the articles. Is there any way for me to secure the previous articles on this subject?

I do not save the magazine as a whole, I merely clip out such things as I think of future value, and evidently missed this.

Yours truly,
HAROLD H. MILLER.

The series of articles on the care of perishable goods started in the issue of December 28th last, and the "Modern Merchant and Grocery World" is glad to have been able to send this correspondent a complete file of copies containing the articles.

We believe it a better plan to buy a file—it costs but a few cents—and preserve the paper intact.

The New York Letter

The Saccharine Case Still on Trial. Jobbers Against Reducing Free Storage. Government Said to be Investigating Manufacturers Fixed Wholesale Prices. Egg Dealers Fight Railroad Scheme to Reduce Damage From Loss En Route.

Special Correspondence of "Modern Merchant and Grocery World."

New York, March 12, 1915.

The case to determine whether a soda water manufacturer violated the law by using saccharine instead of sugar was continued during the week. What is done in it will determine about forty pending cases in this city, and influence many others in all sections of the country. The defendant is the Excelsior Bottling Works and the prosecutor the New York Health Board. Representatives of the Excelsior Bottling Works testified that one reason they used saccharine was because the soda water sweetened with it did not sour like sugar-sweetened soda water. Several chemists testified in favor of saccharine. Walter B. Timmins, canned goods buyer for Austin, Nichols & Co., testified that his firm always preferred corn and peas sweetened with saccharine because they did not ferment as easily as sugar.

* * *

The Associated Importers of Food Products, at a meeting during the week, elected the following officers: President, Herman T. Asche, Von Bremen, Asche & Co.; first vice-president, Ingvar Tokstad, Tokstad-Burger Co.; second vice-president, Emanuel Oettinger, Seeman Bros.; treasurer, S. S. Mack, Austin, Nichols & Co., Inc.; secretary, James S. Neuman, Neuman & Schwiers Co.; directors, Herman T. Asche, Henry Brunie, F. H. Leggett & Co.; R. U. Delapenha, R. U. Delapenha & Co.; S. J. Valk, S. J. Valk & Bro.; B. M. Shipman, B. M. Shipman Co.; George O'Hara, La Manna, Azema & Farnan; Ingvar Tokstad; S. S. Mack; James S. Neuman, Neuman & Schwiers; Emanuel Oettinger, and David Reiss, Cresca Co.

* * *

The wholesale grocery interests were represented at the hearing before Examiner Burnside, of the Interstate Commerce Commission, here during the week, on the question as to reducing the free storage period on freight delivered through the railroad pier stations. The period is now 72 hours and it is proposed to reduce it to 48 hours. Several wholesalers testified that the proposed move would largely inconvenience the wholesale grocery trade and probably increase their cost of doing business, which would have to be passed along to consumers.

* * *

A representative of the United States Department of Justice is working among the local trade, investigating the extent to which prices on manufacturers' proprietary or trade-mark specialties are fixed among the jobbers. The point of the investigation seems to be whether jobbers were generally charging the same prices for certain specialties and why their practice was uniform; particularly whether it was due to any instructions from manufacturers. The agent was apparently armed with circular letters issued by manufacturers in question "suggesting" or requiring that jobbers resell the goods at certain fixed prices.

The chief manufacturers whom he appeared to be trying to connect with the fixing of jobbing prices were the Kellogg Toasted Corn Flake Co., Cream of Wheat Co., Shredded Wheat Co., Fels & Co., and the Cudahy Packing Co.'s "Old Dutch" department, all of which endeavor to fix resale prices, particularly among jobbers.

* * *

Local egg dealers are against the proposed plan of the Trunk Line Association to limit the damages they can collect from the railroads for eggs lost or injured en route. At present the railroads are paying full compensation on exterior damage claims. A dealer in this city who receives a shipment of eggs in a damaged condition is paid by the railroad which transported it the full value of the damages apparent. Under this state of affairs, the railroads claim, the transporting agents are made to suffer unjustly, both on account of conditions for which they are not responsible, and because of diverse abuses which have entered under an arbitrary system of regulations.

Accordingly the railroads propose to remedy their situation by establishing a fixed rule. They now seek to set a 5 per cent. minimum rate, under which they will not pay consignees damages, suffered through any cause, by the egg consignment in transit. In other words, if any shipment reaches this city and upon examination at the unloading point is found to have suffered to the extent of 5 per cent. or less than 5 per cent in content damage, the railroad will pay nothing whatever in damages to the receiver. If, however, the damage is in excess of 5 per cent., the consignee will be entitled to full compensation for exterior damage, which includes, for the most part, breakage. For interior or inherent damage, such as rotting and the like, the railroads henceforth do not want to be held responsible. The egg receivers are holding meetings of protest and will go before the Classification Committee with their arguments.

* * *

A bill has been introduced in the New York Legislature which goes as far to one extreme as the Stevens bill, which would have allowed manufacturers to fix retail prices, went to the other. The bill in question forbids all manner of restrictions on price and competition, under a year's imprisonment and $5,000 fine. Its text is as follows:—

Sec. 580-a. Any person, firm or corporation engaged in the manufacture or sale of any food or food product, who shall, either directly or indirectly (a) discriminate in price between different purchasers thereof, or (b) refuse to sell the same to all offering to purchase, or (c) make a sale or contract for sale thereof, or fix a price charged therefor, or discount from or rebate upon such price, upon the condition, agreement or understanding that the purchaser thereof shall not resell the same to any person, firm or corporation, or except at a fixed price, where the effect, directly or indirectly, of such discrimination, refusal sale or contract for sale, may be to fix the price thereof to the consumer, due consideration being made to the differences in grade, quantity or quality thereof, shall, if a natural person, be punished by a fine not exeeeding $5,000, or by imprisonment for not longer than one year, or by both such fine and imprisonment; and if a corporation, by a fine of not exceeding $5,000.

SUMMARIZED MARKET CONDITIONS.

Tea active for lower grades, whic are still being bought for foreign con sumption. Green tea in better demand because being used as substitute fo scarce blacks.—Coffee quite dull, wit offerings out of Brazil at a shade o during the week. Brazil, howeve seems to have a fairly firm idea of th situation.—Raw sugar has reacted trifle from the reduced price and i consequence refined advanced 15 point and is now 5.90 for granulated.—Drie fruits are quiet, no change having oc curred anywhere. Future prunes ar being offered at 4½ cents, f. o. b. coas in a large way. Demand quiet.—Apr cots, peaches and raisins are all dull a unchanged prices.—Domestic sardine are about 10 cents a case lower in th market. Salmon has not been helpe as yet by National Salmon Day.— Canned vegetables unchanged on la week's basis.—Wheat is still uncertai and unsettled. The market fluctuate from day to day. It is now about cents above the lowest point reached i the recent slump.—Flour somewha lower on account of the decline i wheat, but with a strong undertone.

AMONG THE TRADE.

Miss J. J. Martin is now the ac tual advertising manager of th Sperry & Hutchinson Co., thoug her position is practically the sam as it has been for twelve year Miss Martin is perhaps best know as the placer of "Sunny Jim" ad vertising.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, $1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa., March 12, 1915.

Readers of this letter will remember that during the last session of the Pennsylvania Legislature a bill was introduced licensing and bonding commission merchants to handle butter, eggs, vegetables, fruits, etc., are consigned to be sold for shipper's account. The bill would have made it safe for a country shipper to send stuff, because he could always have gotten his money. The bill, however, met with much opposition and was killed. It has just been introduced again, being House Bill No. 609, and its text is as follows:—

AN ACT

Providing for the licensing and bonding of persons, copartnerships, corporations and associations engaged in selling agricultural products on commission, providing for action on such bonds and fixing penalties for violation of this act.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That hereafter it shall be unlawful for any person or copartnership, or corporation, or association to engage in the business of selling agricultural products on commission until a license therefor shall have been obtained from the Secretary of Agriculture and a bond given in accordance with the terms of this act.

Sec. 2. All applications for said license shall set forth the name of the applicant and the place where the business is to be conducted. Each application shall be accompanied by a bond to the Commonwealth in the sum of $2,500. The surety on the bond shall be a surety company authorized to act as surety in this Commonwealth, or shall be two good and sufficient sureties, to be approved by the Secretary. This bond shall be conditioned for the payment of all sums owing, or to be paid to all persons who shall have consigned agricultural products to the licensee. All licenses shall be valid only during a period of one year from the date of issue. No license shall be issued until the applicant shall have paid to the Secretary for the use of the Commonwealth a fee of $10. All moneys received from such license fees shall be paid by the Secretary into the State Treasury.

Section 3. The Secretary shall prescribe and cause to be prepared all necessary blanks and forms, and shall make such reasonable regulations as to him shall seem proper for carrying out the purposes of this act. He is hereby directed to enforce the provisions of this act.

Sec. 4. When any person shall have consigned agricultural products to any such licensee and payment therefor shall not have been made 30 days after the receipt of the products by such licensee, or shall not have been made within such time as shall be stipulated in a contract between the consignor and the licensee, such person so consigning shall be authorized to enter suit on the bond of such licensee in any court of competent jurisdiction for the recovery of such sum or sums as shall as aforesaid be due and owing. A certified copy of the bond shall be furnished by said Secretary to such person or persons on request, and shall in any such action be competent evidence in lieu of the original bond.

Sec. 5. Any person or copartnership or corporation or association that shall sell agricultural products on commission without first having procured a license as herein required, shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not more than $1,000.

Sec. 6. This act shall become operative the first day of July, 1915.

Sec. 7. All acts or parts of acts inconsistent with this act or any part thereof are repealed.

* * *

A bill repealing the present cold storage food law has been introduced in the House. It will probably not be passed; what will probably take place is the passage of the bill already introduced, which is the uniform law already in force in several States.

* * *

The bill providing for the uniform cold storage food law in Pennsylvania has been recommitted to the committee, which will hold hearings upon it.

* * *

The Senate passed finally during the week the bill making it unlawful to obtain goods, wares or credit under a false or assumed name. The text of this bill appeared in a recent issue. It now goes to the House and is expected to pass.

* * *

The Senate has finally passed the uniform partnership bill. So probably will the House.

* * *

The bill prohibiting the coloring of macaroni, spaghetti, vermicelli and noodles has passed the House.

* * *

A bill was introduced in the Senate during the week by Mr. Burke, the Allegheny County member, making it unlawful for oil dealers to mix high grade petroleum oil produced in Pennsylvania and designated as Pennsylvania oil or its by-products with any inferior petroleum oil or its by-products and sell or permit such admixture to be sold as high grade petroleum oil or its by-products produced in Pennsylvania.

R. O. M.

TRI-STATE JOBBERS' ASSOCIATION HOLDS NINTH ANNUAL CONVENTION

(Continued from page 7.)

but I am proud to say that we have a most effective association, wielding a good influence, with memberships of about eleven hundred in forty-six States.

You may be interested in knowing that there are forty-two State Legislatures in session at present, of which Pennsylvania is one.

It is a lamentable fact that the average business man takes too little interest in the affairs of his State or country and it is principally for that reason that many bills are enacted into law which should never appear on the statute books. Unless the business man will devote more time to legislative matters, he can only blame himself for conditions which are brought about through the ignorance of some of our so-called law makers.

Hon. James Foust was tendered a vote of thanks at the suggestion of Mr. H. G. Kurtz for the information given in his address, particularly as regarded the large excess of receipts in his department over the expenditures, and his statement that the wholesale grocers were responsible for a very small part of the receipts.

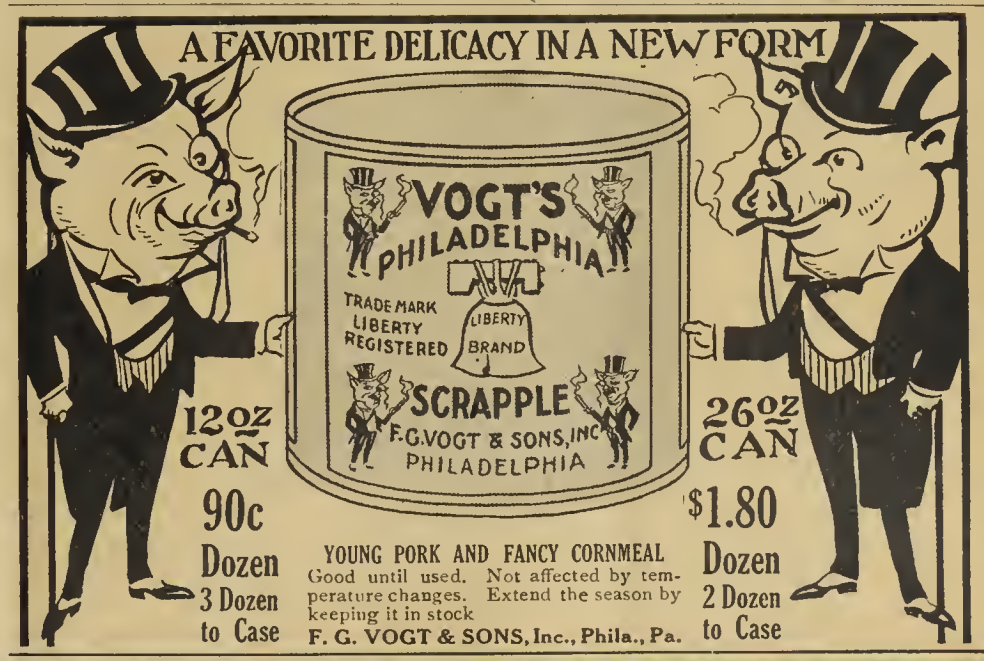
Dairy and Food Commissioner Foust's address was as follows:—

I always hail with satisfaction an opportunity to address the members of the Wholesale Grocers' Association. I find in this association an agency that has done much to accomplish the objects which the Dairy and Food Bureau is commissioned by the people to secure. I always feel when I meet with your body that I am meeting with my friends, friends of the laws with the enforcement of which I am charged, and friends of the people who have compelled the enactment of these laws. I feel that there can be in the future, as there has been in the past, entire co-operation between your association and the branch of government which I have the honor to represent, and that the way of service to the people is by co-operation rather than by antagonism.

Food laws are of comparatively recent origin. It is only twenty years since the passage by the Legislature of Pennsylvania of the first comprehensive food statute.

Adulteration and misbranding of foods are of two kinds—conscious and inadvertent. The one springs from deliberate purpose. The other is usually the product of carelessness. One is just as dangerous as the other. Our food laws are intended to reach both classes.

I am glad to be able to-day to report great progress in the contest for the purity of our food supply. When the act of 1895 was passed by our Legislature approximately 30 per cent. of the staple groceries examined by our chemists was adulterated or misbranded. To-day, of the large amount of food handled by the wholesalers and jobbers that finds its market in the State of Pennsylvania, less than 2


A FAVORITE DELICACY IN A NEW FORM
VOGT'S PHILADELPHIA
TRADE MARK LIBERTY REGISTERED
LIBERTY BRAND
SCRAPPLE
F.G.VOGT & SONS, INC PHILADELPHIA
12oz CAN
90c Dozen
3 Dozen to Case
26oz CAN
$1.80 Dozen
2 Dozen to Case
YOUNG PORK AND FANCY CORNMEAL
Good until used. Not affected by temperature changes. Extend the season by keeping it in stock
F. G. VOGT & SONS, Inc., Phila., Pa.

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over ruus his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeepiug—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Mauy of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, Coshocton, Ohio

per cent. is found by our chemists to be adulterated or misbranded under our laws.

Practically all of the adulteration or misbranding in our foods today is found in such products as are supplied locally and that do not pass through the hands of our wholesalers and jobbers. Such articles as milk, soft drinks and other products locally produced.

The situation as to the purity of our food supply has reversed itself in twenty years. Then the adulteration was generally found in the manufactured, stored and transported foods. Now it is found generally in the locally produced foods. What has produced this result? Good laws, proper enforcement, the public press, public sentiment, the enactment of the National Food and Drugs Act, and the efforts of the government to regulate interstate shipment of misbranded and adulterated foods, and the importation of such foods. All these have been potent factors. But I would not be fair to the public or the truth of history if I did not say now what I have said on many former occasions: That too much credit cannot be given to the honest food manufacturers, and above all to organizations such as the one I am now addressing. Your organization has always demanded of your members compliance with all of the requirements of our laws and regulations. Your association has, therefore, been a potent influence in conserving the public health and in the bringing about of honest dealing as to the commodities which your members handle.

You will pardon me if I refer for a moment personally to one of your members. I have frequently been brought in touch with your secretary and general manager on the questions arising as to the enforcement of our food laws. I know something of his efforts to advise your members as to precautions to be taken in the handling of food, and to secure compliance with all our food laws and regulations, and I want to register here and now my acknowledgment of the influence for the good of the public that he has wielded and my personal thanks for the very great assistance he has rendered to me as an officer of the State in the performance of my duties. This much is due to him and to you.

The following manufacturers or their representatives were present:—

Mr. W. H. McCormick, who spoke a minute regarding the value of the Chamber of Commerce as the most influential body with the Legislature and asked for the wholesalers' co-operation with the Chamber of Commerce.

Mr. W. W. Frazier, Jr., Franklin Sugar Refining Co., addressed two or three words of greeting to the convention, as did Mr. Andrew Ross.

Mr. Wood, of the Dunham Cocoanut Co., called attention to his firm's loyalty to the jobber in not selling to mail order houses, chain stores nor direct.

Mr. Geo. Nowland, of Fels & Co., expressed pleasure in being present.

Mr. Foust here requested permission to lay before the convention some facts regarding the vinegar law. He said that in 1897 a law was passed requiring that vinegar contain 4 per cent. acidity and 1½ per cent. solids. This hurt the 220,000 farmers of this State, who had been making their own vinegar from pure apple juice, because the large manufacturers notified the retail trade that the farmers' product would not bear this test. Ex-Senator Miller, in 1901, a friend of the farmers, presented an amendment which was passed, requiring that vinegar be of pure apple juice, without the addition of water or adulterations of any kind. This is the law now. It was learned that manufacturers had made over $90,000 in a year on water previous to this law.

The question was raised by a member, when Mr. Foust finished, as to what acidity, solids and grain were required by law, and Mr. Foust said it was only necessary that the wholesalers have the guarantee of the manufacturer that the vinegar was of pure apple juice, regardless of acidity, etc.

Mr. Porter announced a theatre party for Wednesday evening, an automobile ride Thursday morning, also a visit to the International Correspondence Schools and to the car shops, which are the largest in the country.

Mr. Crowne, of Arbuckle Bros., was introduced and expressed satisfaction in being able to attend, as did H. G. Flint, of the Shredded Wheat Co.

Mr. R. H. Bond, member of Maryland-Virginia Manufacturers' Representatives, spoke in regard to the efforts being made to take away general merchants' right to handle certain patent medicines. He expressed approval, however, of the Harrison Narcotic Bill, since he personally disapproved of the grocers handling drugs containing opium, laudanum, etc. He scornfully mentioned the classifying of cigars, tobacco, talcum powder and insect powders as drugs, as was done in Oklahoma in an attempt to have them outlawed from the general merchant's shelves.

Mr. Bond called attention also to the fact that his firm would take back drugs from grocers or general storekeepers if same were recorded properly in the inventory of the consignor according to instructions from Washington.

Mr. Wilsey, of the Ohio Match Co., said that 100 per cent. of his customers are the jobbers.

Mr. Hayes, of Lautz Bros. Co., said, in connection with Mr. A. M. Graves' address, that Lautz Bros. Co.'s salesmen were instructed not to name terms when taking orders from retailers to be filled through jobbers.

Pamphlets containing the text of the Stevens Bill were for distribution, and Mr. Graves called attention to them.

Mr. Wm. Steinkey, cartoonist, entertained the members with a funny story and a solo, "Brewer's Big Horses." This was a big hit, despite its being sung in a hotel.

The meeting here adjourned until Thursday.

The Thursday morning session was executive. The principal events were the report of the Legislative Committee and papers by Charles M. Stauffer, Robert G. Bursk, W. D. Simmons, Arjay Davies and John C. Ryan.

The report of J. Grant Schwartz, chairman of the Legislative Committee, was as follows:—

> At present there is not much legislation of interest to our association, either in committee or reported out. House Bill No. 5, general repeal of mercantile license; Senate Bill No. 101, "An act to prevent discrimination of prices in the sale of commodities in any community;" Senate Bill No. 149, "An act to compel all goods exposed for sale to be kept covered and protected from dust, etc.;" Senate Bill No. 206, a cold storage bill; Senate Bill No. 56, "An act to prevent sale of macaroni, etc., colored in any way," are about the only acts of interest to the association, with the exception of House Bill No. 610, "An act to reduce the Pennsylvania standard weight for a bushel of potatoes to 56 pounds and a bushel of apples to 45 pounds." This act the Department of the Bureau of Standards is opposed to and would like your co-operation to have the present standard, which is the standard of nearly all the States in the Union, to remain in force. I wish you would voice your protest to your Senators and Representatives against any change in the weight of these two commodities.
>
> The Department of the Bureau of Standards has established its rulings as to tolerances and variations and has law running smoothly and gaining in effectiveness. There are some sealers who want to go too strong and are giving some annoyance, so I would like you all to use what influence you can to have an passed, now in hands of a committee, increasing the power of the Chief over the sealers.
>
> Mr. Sweeney should be commended for the honorable and just manner which he has exercised in the administration of his department.
>
> We should also remember our good friend, Mr. Foust, who has tried to be fair and has also been doing some excellent work; indeed, he himself says it is hard to find any goods in merchants' hands which do not conform with the pure food laws of the State.
>
> Any information you may wish as to vinegar, which has been causing trouble of late, due to an old vinegar act passed in the '90s, I will be glad to impart to any one.
>
> House Bill No. 98, "An act exempting from paying mercantile license, corporations who pay a tax on captial stock, etc.," I would like to have all who are incorporated meet me between sessions until I make my report on same and tell them what I would like done. For the benefit of those who are not incorporated, this act does not jeopardize them in any way and is very fair to corporate mercantile houses, as the tax on capital stock amounts to considerably more than mercantile license, and it is an unfair discrimination to place a double tax on any one class of the business community.

The address of Mr. Chas. Stauffer, on "Short Accounts Make Long Friends," was as follows:—

> Let us define short accounts. It does not necessarily mean cash on delivery or payment in ten days, yet it may demand either. In my estimation the definition means simply a strict compliance with the selling terms of the house. Selling terms may vary in a given territory as they also do vary with the same house, the credit standing of the buyer regulating the terms. That little legend on your bill head therefore becomes a part of a contract of sale and should be religiously lived up to by both parties. In making a sale of merchandise to one of your customers on a thirty-day net basis you would certainly not be fulfilling your part of the contract if you demanded your money before it was due, in fact you could not force legal settlement until the bill became due. On the other hand, when that bill becomes due the buyer should just as punctually meet his part of the contract.
>
> Any reliable house will have to have its regular selling terms upon which any responsible buyer can make purchases and these terms should be rigidly insisted upon to one and all alike and thereby establish an honesty of purpose that can only result in the full confidence of the buyer, that confidence that will make him feel that he will not be asked to pay his bills in thirty days while his competitor on the next corner will be allowed to take sixty or ninety days. Confidence is the foundation of friendship and when once established will greatly lessen the difficult positions we find ourselves in when we try to make fish of one and fowl of another. Is there any wonder that we lose friends when we ourselves prove unworthy? Can we blame the retailer for taking part in this "confidence game," a game entered into for the sole purpose of doing the other fellow?
>
> We all offer a premium for securing the payment of our accounts within ten days. Quite a high premium at that, and wise is the buyer who will avail himself of that cash discount. Very few jobbers can afford, nay no one can really afford to pay such a rate of interest as is usually offered for the use of that cash twenty days before it is due, yet how many of us seem to be perfectly willing to insist upon some of our buyers paying strictly in ten days and allow others to take twenty days, aye even thirty days. Think of the unfairness of it. Think of the loss that we can so ill afford. Simply from fear of losing a customer we hesitate to say anything when a discount is taken in fifteen days and thus we tempt the buyer; he soon takes twenty days and becomes offended when we complain of his discounting in thirty days. We may lose the customer if we take a stand, yet the very records of our weakness will help him secure from a competitor what you or I may have refused. Guilty? of course we plead guilty. We cannot blame the buyer or the competitor, when our own evidence in black and white convicts us.
>
> The figures that have been given us at this meeting prove to us that the cost of doing business is slowly but surely increasing, yet the profits are not increasing, but, on the other hand, are decreasing until the margin is getting so close that we will of necessity have to keep better house, back up our contentions with right, not might, and we need not hesitate to face Mr. Buyer and ask for and insist upon what rightfully belongs to us. Naturally, as long as we are willing to overlook these important factors and let this mad race for volume and greatness blind us from these abuses, just so long we will be on the defensive side of this question.
>
> Enough of what the seller should do to maintain this position and let us look for the vulnerable features of the buyer. Yes, we have been behind the breastworks and have found men, yes real big hearted men, men that we need not hesitate to approach if we carry the banner of the "square deal." True, there are some that take advantage of the weakness of you or I, while we are trying to annihilate each other, but are they to blame for that condition? No. In the first line of defense we find the

stalwart buyers that can stand the brunt and who pay their bills when due and discount only as per terms offered. In the second line of defense and find those that need persuasion, education an even assistance, so that they may be able to take the place of the first liners. I feel that many a wavering merchant has been saved by the judicious friendship of a jobber, a helping hand extended at the proper time.

That brings us to the reserves; that part of the great army of retailers that are working their way through the hardships of the daily grind of business experience and edueation. Here we also find men, men with an honest desire to improve their condition but in most eases with little or no experience, and usually with a very limited amount of capital. Laboring under these handicaps we must not look upon them as the legitimate prey of the jobber. These merchants need the assistance and advice of the jobber very much more than those who are better prepared to meet the perplexing problems of the modern retail store. I do not hesitate to say that in many eases these men should never have entered the mercantile field and in most instances they would not if the first jobber to whom they went for adviee would have been honest with them, warning them of the complications sure to arise, especially in such cases where there was not the proper amount of capital to start with. With a little "stock order" in sight we pass lightly over the eredit side of the question, hand him over to the salesman and feel that we have again put one over our competitor. We feel that we have gained a customer and can afford to take the chance. He actually starts in business with no possible chanee for success. By probably paying for half of a stock that he would have to turn within a fortnight to make even a living, he immediately opens his doors and passes his merchandise over the counter in the same easy manner that he purchased them. Along comes your competitor's salesman and seeing your line of goods on the shelves, he immediately figures that here is a good man and in all probability seeures an order and makes a report to his house that the man is all right, that "A and Company" are selling them, and along comes the order. Another step nearer the pitfall. This is repeated by several other competitors and ere we realize it we have a merchant that has been able to buy a thousand dollars' worth of merchandise with but a hundred or two of cash, with no financial responsibility whatever, and in many cases already hopelessly involved. How easily this could have been prevented by simply having granted this eredit on a basis of the proven responsibility. If we would but take enough personal interest in such accounts when they are opened, we could save many a man from the bankrupt court. And, oh, the lessons of the bankrupt court! Time after time we get our notices and in most instances we are so ashamed of our accounts that we hesitate to even attend the meeting of the creditors, a guilty conscience not allowing us to show ourselves, seemingly willing to take that part of our share of the spoils, if any there are, without even knowing whether we have had an honest distribution or not. The heaviest losers have the least complaint, for upon them falls the blame to a very great extent. We should warn such a merchant of the dangers of the easy credit system and make a careful study of his prospects and, above all, grant him only such a line of credit as he is entitled to ask for and then hold him to it. He will not be so free a buyer nor so willing a seller, but he will be a better merchant and instead of being a detriment to the business community in which he may have located, he will be laying the foundation for a safe and profitable business, not only for himself, but he creates an opportunity for you and I to such an extent as we may be able to participate. Here we find the merchant that helps to bring about healthy competition, as in him you will usually find the man who will be willing to pay you a reasonable profit and who, in turn, will pay his bills when due.

Did you ever make a list of those customers who owe accounts that extend beyond your credit limits? If you have not, then you should; but hold, better have your bookkeeper do it, for you will find it a laborious task. The list will be larger than you imagine. Then scan that list and see how many of those men you can go to and ask them to come within the limits, without offending them. In most cases we do not even care to see them ourselves but call the salesman on the carpet and boldly tell him what "has to be done," and yet, if we had to do the collecting personally we would probably do it in the same trembling manner as the men we send and with the same results. The delinquent flares up, scares the salesman, berates the house, condemns the goods and continues taking that which does not rightfully belong to him. Can you say that extended credits make long friends? No. I grant that we find vulnerable features on the side of the retailer, but I stop right here looking for the cause. The more we investigate, the more we find ourselves looking into mirrors.

On the other hand, have you ever been "hard up." Have you ever found it neeessary to raise money to aeeept sight draft shipments? I hope you have never been in such need. It is somewhat inconvenient. I have, and where did I go to get money? Why to the customers who meet our terms or who discount their bills. These are the friends from whom you can always get money and that, too, without causing any offense. Those who have taken advantage of our loose credit system we usually find in a worse condition than we ourselves are.

If we could but see the advantages of naming terms and sticking to them, what a step forward we would be making. In the first place, the legitimate retail trade would profit greatly in that only those with sufficient capital would get into business, and the bad debt losses to the consumer could more easily be controlled. The money saved to the inexperienced by properly educating them would be enormous.—Last, but not least, the great reduction in our own bad debt losses which we can ill afford to lose. To me it seems that our entire credit system is wrong. From the jobbers' viewpoint we find ourselves between the nether and tether millstones. As a class of merchants we must of necessity have a very heavy investment and, as a rule, offer a full responsibility for the credit we seek. If we do not, you will find the strict credit departments of the manufacturer, packer or grower will hold us well within the limits. We cannot well look to that source for relief. On the other hand, we find ourselves

FRANKLIN
DAINTY LUMPS
(*Small Cubes of Sugar*)

¶ These dainty little lumps of pure sugar, which are just the right size for sweetening tea, coffee, etc., without waste, are great favorites with consumers. It will pay you to feature them as an added attraction to your stock, because of their superiority over old style lump sugar in both convenience of size and dainty appearance.

1-lb. and 2-lb. Cartons, 48 lbs. to the Container

MADE FROM SUGAR CANE
FULL WEIGHT GUARANTEED

The Franklin Sugar Refining Co.
PHILADELPHIA

with weak credit systems and usnally the majority of our book accounts placed with retailers who are dependent again upon the promptness of the consumer. We are expected to and must pay for merchandise promptly but cannot force collections. In other words, we are "holding the bag." In all fairness each division of this business system should carry its own burdens. Any system is wrong if the responsibility of several units can be thrown upon one unit, which cannot help but become overloaded, and thus be robbed of its opportunity of sharing in the pleasures and the profits. Naturally, these conditions only become acute in times of depression, and then is when the consumer, who profits to the greatest extent by this credit system, pays no attention to his responsibilities and greatly abuses the favors that have been extended and indifferently throws the burden upon the retailer who, of necessity, is unable to meet his obligations as promptly as he may wish to, and thus the one who profits most becomes the ungrateful offender, causing a break in the credit machinery that threatens the entire system. If we jobbers will make up our minds to preserve our credit system, and thus keep the retailer within a fair limit, he will then be compelled to grant credit to only such consumers that can show a proper responsibility, and thus save many a family from living beyond their means, in addition to keeping that link of the credit chain intact.

The address of Mr. Arjay Davies, on "A Walk Through the Store With An Order Sheet," was as follows:—

In these times of increased costs of doing business without increased profits, of increased competition that is pushing aside our friend the corner grocer, our secretary has asked me to invite you for "a walk through a country or interior wholesale grocery establishment with an order sheet" containing an order that one of our salesmen has worked hard to get. The hope is that we might get an idea that will benefit us in our own establishment, or a suggestion that may save in labor, remove temptation from our employees, correct a habit formed, possibly a remedy we can apply that will lessen our work and thereby save us some items that are now going into our expense account.

Most of us pretty generally employ traveling salesmen. The careful, hard-working salesman who turns in profitable business is paid accordingly. The present day salesman is a different fellow than he was a few years ago. Much is expected of him. He must not only be a salesman, but a collector also; he must have the intelligence as well as the wisdom to accept the credit man's view point, even though the latter has never seen the salesman's customer. Such a salesman has a right to expect that his orders will receive equally intelligent handling when it gets to his house, and that the expenses of his house are not crowding so hard that some day he must face a proposition of accepting a lower salary, because they are increasing, for in the end the high cost of doing business is going to worry all sales departments.

While we are walking through this store please make a pencil or mental note of anything that interests you, for this is the purpose of this paper and is, in fact, the purpose of this convention.

In this house we are going through the first man to handle the order after it is turned in by the salesman is the credit man, who passes upon it for credit. I suppose few of us to-day allow orders to go through without some responsible person knowing something of the customer's standing passing upon it. The saving here is enormous. If there is any place in the activities of a wholesale establishment where "an ounce of prevention is worth a pound of cure," it's in this particular stamp of the credit man. Right here the nearer the cash basis plan does its best work. It's just here where your open accounts are going to show forty-five, seventy-five or one hundred and twenty days. If you act wisely here you will never hear a man say, "If you hadn't been so easy and free with me in granting your credit, I would not have been so lenient with my customers, and I consider it your fault that I failed." I hope you have not lost sight of the importance of this mark on the order sheet. If you have, and still feel it is of little or no importance, I fear you have lost what to my mind is the most important thing we will find in our walk.

The next move of the sheet is for the O. K. of the sales manager, or stock man, who examines the order for correct naming of brands, sizes, etc. A "case of salmon" is not sufficient. There are several brands and grades of salmon in stock. If the item is priced, is the price correct? The man familiar with your stock and prices quickly corrects the order for proper interpretation in the shipping department. You are not then bothered with the porter inquiring what is meant, or what should be sent. Not to do this is a fearful waste of time. Why should orders be sent to the shipping room for interpretation by those who have no right to decide and who should not decide what the salesman had in mind. Of course the salesman should put down what he wants, but I venture the assertion that not all orders are correctly written.

The sheet is then passed to be numbered, for in this house a specially ruled book is used, called a Register. The ruling is for number, name, ledger folio and amount, and as the sheets are numbered consecutively as they come in the name is placed opposite the same number in the Register. Every order must go on the Register before being sent out to the shipping department. Note by this plan all orders are accounted for. No order is worked on unless it has a number, hence the order cannot be misplaced or lost, either before or after shipment, without the office knowing it before the books are closed for the day. The sheet must come in filled, or unfilled. If unfilled, it takes a new number for the next day. When the day's shipping is over, you know, and must account for every order that has passed your desk. It ought to be a comfort to know that no order has been filled that is not accounted for, whether it was a charge or a cash sale.

The order sheet is now on its way to the shipping room, and 250 to 300 orders have had the above attention, taking not more than an hour's time, and this time distributed over the entire day's work.

The sheet is now in the hands of the porter for filling—let us follow him. He is a pretty careful fellow—places his sheet in a holder and after glancing over it decides what floor he starts for to get his items. This particular store has an elevator, and each floor has several platform trucks, big enough, yet narrow enough to pass through the aisles. All goods on the order is placed on the truck and taken to the elevator shaft (it being understood that all men are working on the same railroad as far as possible).

When the order is completed we find that opposite each item on the sheet is the mark of that particular porter, to fasten his responsibility. The sheet is then taken to the shipping clerk, when a shipping receipt is made out. In the meantime the trucks are brought to the shipping floor. When the shipper is ready the goods on these trucks are called to him, giving names and contents of packages, and loaded direct to delivery truck, the order sheet getting the signature or mark of the shipper, making the tracing complete. Thus goods are handled twice to complete filling.

The sheet is then passed to the office where extensions and footings are made, then typed on a bill head. The sheet and bill are then passed to an examiner for comparison and examination for errors in extensions and footings. If correct, is again lettered by the examiner and bill put in envelope ready for mailing.

The total of the order is then placed opposite name and number on the Register mentioned before, and from the Register the amount is posted to the Ledger, to the customer's account, with date and number given it with amount of sale.

The Register is added for the sales of the day, and the Ledger clerk, who has placed a marker in each sheet where a charge has been entered in his Ledger, quickly takes off the amount posted, and a balance is made with the Register. I wish to state that a trial balance is taken from this Ledger each day and a final balance each month. In this way practically all errors are detected daily, and no difficulty encountered for final balance.

The next morning the profit on this order is extended and within a few hours the profit of the previous day's business is known, as well as the profit on each individual sale or item.

The sheet is then filed in a binder, numerically, and can be located in a moment.

Thus we find that the order has had individual attention, checked and rechecked to avoid errors and delivery of the items to the grocer under the best thought and attention that the house is willing to provide.

In following this sheet through this country jobber's store, have you found anything to suggest the betterment of our own handling of orders? If we have, the time spent in recording our impressions will not have been spent in vain and one of the objects of our getting together accomplished.

Any questions to ask?

The address of J. C. Ryan on "Returned Goods," was as follows:—

While the "return goods" question is not regarded as a very important subject, yet it is one of the essentials we are obliged to consider in conducting the wholesale grocery business. Many and various sides of the subject could be brought up, but suffice to say, it requires an extra amount of patience to master the details connected with unjust returns.

Consideration on the part of the buyer would minimize returns, as investigation shows that shipments are very often carried away from the depot by draymen who do not investigate the condition of the goods on arrival. Afterwards when opened by the buyer at his warehouse and found in a damaged condition, they are returned to the shipper without even consulting him.

Very often we find a salesman, in order to dispose of the troublesome question and to be a good fellow with the buyer, takes upon himself the authority of ordering the goods returned. Some salesmen have no consideration or regard for the house they represent when a question of return confronts them; they only consider the case from their standpoint and take the easiest way possible to settle an argument of this kind. This is one of the ways wherein we find the salesmen running the business.

Specialty or factory salesmen introducing a new line, will move mountains to secure an order with the retailer's signature. Some signatures are genuine, while others are doubtful. Very often these salesmen misrepresent their line and promise almost anything, being aware that they will be miles and miles away from the actual scene of hostilities when the goods are delivered. How often are we called on the phone and advised that certain manufacturer's goods are at destination, refused? The shipment is usually at some wayside, water plug station, subject to weather conditions, and threats from the railroad of storage charges, leaving a deplorable situation staring us in the face. We realize and know that members of the American Specialty Manufacturers' Association stamp all their orders as follows: "This order guaranteed genuine." The order may be genuine, but under conditions just mentioned it looks bad, and brings us face to face with an issue that must be settled, and settled quickly. In fact, we have a fight on our hands with the retailer and cannot bide our time to write the American Specialty Association to act as arbitrator. Time does not permit us to do this. What is usually the result? Why, we are obliged to submit, because it is to our interest to give way to the retailer, especially if he be a desirable customer, therefore the goods are ordered returned and usually they arrive in a damaged condition, invariably with freight collect.

To eliminate or minimize returns, I would suggest that every salesman be instructed and given to understand that his first duty is the interest of the house when the return goods question is presented to him. This is where his diplomacy should come in, and this is where he can prove his value to the house; he is our representative, spokesman and arbitrator, and should endeavor to enlighten and represent our side of the case. Therefore I fully believe it would be to the jobber's interest to educate the retailers along this line, and also to furnish printed rules and instructions regarding the receiving and receipting for goods.

In reference to city trade, we do not permit or allow credit for returned goods until a thorough investigation has been made. Our draymen are instructed to absolutely refuse to bring back anything unless they have a written order. Our receiving clerk has charge of the return goods department, and just as soon as a question of this kind occurs, it is referred to him for adjustment.

Our association should have similar rules to those of the wholesale grocers of the State of Illinois, who have adopted the follow-

ing rule to help eliminate "return goods":—

"Goods shall not be returned from buyer to shipper until said buyer has the proper instructions from said shipper authorizing such return. Spoiled goods must not be destroyed without authority from the shipper.

"If the buyer wishes to reject or refuse any goods, he should at once communicate with the shipper, stating fully and explicitly his grounds for such rejection. It is his duty to then hold such goods, with proper care, 'Subject to Shipper's Orders.' The buyer's right to reject does not include any privilege to give disposition of goods rejected. The shipper can secure half freight rates for such return, provided his instructions to that effect go with the goods to railroad agent, and are attached to bill of lading."

The purpose of this discourse, is not to suggest a solution for this problem, because as long as we are in business we will have returns. My particular understanding for this paper was to to the systems we use in our auditing departments relative to the return goods account.

You no doubt recall the letter sent out by your committee under date of October 5, 1914, for the purpose of ascertaining the average gross percentage of profit received by members of the association. It is true that a schedule was inclosed with an inquiry to assist us in making up our report. Notwithstanding this, however, I venture to say that the various methods used in accounting departments relative to return goods would have considerable bearing on the results received by the committee. In speaking with other jobbers, and making inquiry, I find quite a difference in the gross percentage of profit. The replies I received run from 9 to 12 per cent. Some say they make 11¾ per cent. gross; others 10 to 11 per cent. and we have others who say 9 to 10 per cent. This difference is too great and in our zone it has caused considerable comment; therefore, to arrive at an equitable basis, and a proper understanding, I submit herewith three methods or systems of treating returns:—

System No. 1.—Journal Entries.—Return goods account debited with goods returned and accounts receivable credited.

Return goods account credited with cost of merchandise and merchandise account debited.

Return goods account credited with balance (i. e., original profit) and merchandise sales account debited.

System No. 2.—Journal entries.—Return goods account debited with goods returned and accounts receivable credited.

Return goods account credited with cost of merchandise and merchandise account debited.

Return goods account credited to balance (i. e. profit on original sales) and profit and loss account debited.

System No. 3.—Journal entries.—Return goods account debited with goods returned and accounts receivable credited.

Return goods account credited and entire amount debited (as a total loss) to profit and loss account.

Let us asume that we are conducting a business of $75,000, with a gross profit on sales of 10 per cent., and that 2 per cent. of the sales are returned.

Following the system outlined as No. 1, the journal entries would be as follows:—

Return goods Dr.	$15,000	
Accounts receivable		$15,000
Mdse. account Dr.	13,500	
Return goods		13,500
Mdse. sales Dr.	1,500	
Return goods		1,500

This system uses a merchandise sales account, which receives credits for all sales and is debited with the cost of merchandise sold. Consequently it is from the merchandise sales account that we compute our gross profit on sales. It can, therefore, be readily seen that this account should be affected by having goods returned, and we will now endeavor to figure our profit from the business conditions assumed above.

The entries to merchandise sales account would be as follows:—

Credit for mdse. sold		$750,000
Debit mdse. cost	$675,000	
Debit ret. goods ac.	1,500	
		676,500
Bal. gross profit		$73,500

or 9⅘ per cent.

With System No. 2, under the same business conditions mentioned above, our journal entries would be as follows:—

Return goods Dr.	$15,000	
Accounts receivable		$15,000
Mdse. account Dr.	13,500	
Return goods		13,500
Profit and loss Dr.	1,500	
Return goods		1,500

Results: Merchandise account would show a gross profit of $75,000, or 10 per cent. on sales. This is not correct, because profit and loss account has a debt of $1,500 to offset this.

Analysis: In reality there was a sale made of only $735,000 ($750,000 less $15,000 returned).

Ten per cent. of $735,000 is $73,500. As $73,500 is the gross profit actually made on sales of $750,000, the true percentage would be 9⅘ per cent.

Consequently: The gross profit of 10 per cent. shown by merchandise account is not correct.

We wil now consider the third, and last, under the same conditions, as System No. 3 with journal entries as follows:—

Return goods Dr.	$15,000	
Accounts receivable		$15,000
Profit and loss Dr.	15,000	
Return goods		15,000

You will now find that merchandise accounts will show a gross profit of $88,500, because the total selling price of returned goods is charged to profit and loss. If no goods were returned the gross profit on merchandise would be 10 per cent. on $750,000. Return goods juggling affects merchandise account in this manner.

Ten per cent. profit on sales		$75,000
Returned goods put back in stock and not charged to merchandise account, but taken in with inventory (at cost).		
Mdse. returned	$15,000	
Less 10 per cent. profit	1,500	
		13,500
Total profit shown on mdse. account		$88,500

Sales account would denote sales of $750,000, while merchandise accounts show a profit of $88,500. This would figure a gross profit of 11⅘ per cent., or a difference of 2 per cent. between the actual and false profit (11⅘ per cent. — 9⅘ per cent. = 2 per cent.).

You will understand, however, that when this gross profit goes to profit and loss account the $15,000 charged there would relieve it of its overload and show correct net profits.

In closing I would suggest that our association endeavor to have all members conform to a uniform system in computing gross profits. If this were done we could then intelligently discuss the causes for any great discrepancy between gross profits obtained by members.

Mr. Bursk and Mr. Simmons could not supply copies of their addresses, so that they couldn't be reported, as the session was executive. Mr. Simmons' address was very long and a vote of thanks was given to him after its delivery. There was free discussion after each paper.

Thursday afternoon the session was held in the Board of Trade Building, in order to have the Crystal Room at the Hotel made ready for the banquet that evening. There were at least 200 present.

At about 2.30 the meeting was opened with Mr. R. E. Hill's address. Mr. Hill is president of the Ohio Wholesale Grocers' Association, and his subject was "Duplex Cost Accounting."

Mr. Hill has made a study of ten years into finding the cost of doing business and has gotten up a system which he cails the Duplex. It is not enough to take the total sales and the total cost and then say it costs such and such a percentage to do business. It costs more to handle some goods than others. There is storage to consider with slow-moving goods, packing, broken packages and many other points that differ with different products. Mr. Hill has compiled eight lists, placing various products in the same classes, which he has found from careful study cost about the same.

He spoke of oyster shells, which cost over 25 per cent. to handle, and said it merely goes to show that the proper way to do business is to see that a large enough profit is obtained on every item in stock to cover its own cost of handling. He had many charts to illustrate his points, and called for expressions of criticism or questions, but there was no discussion.

Mr. F. A. Aplin, of the J. K. Armsby Co., spoke next on "Possibilities." He said that it had been the idea of a great many people in the past that conventions would cure all evils and relieve them of responsibility. This was quickly dissipated, and they have come to recognize that the leading principle of real reform is that each man must clean his own stable.

"Thirty years ago wholesale grocers (I used to be a wholesale grocer myself) were in doubt as to whether a greater gross percentage than 7½ per cent. profit was necessary. To-day he knows that 7½ per cent. is impossible if he wants to keep the sign over his door.

"The wholesale grocer is an economic necessity in the system of distribution. Your possibilities are without limit. You have nearly 100,000,000 people to feed. The bread line may carry a few thousand of the unemployed, a limited number, but you have nearly 100,000,000 deducting these."

Mr. Aplin dwelt for a moment on the romance of the wholesale grocery business, with its stocks from all over the world.

"Your president, in introducing me, failed to say that I was connected with the California bunch of people, who have been more or less criticised. I sometimes think that you are severe, because we are so far away you do not understand the conditions.

"Through the optimism of these California people they have put the United States in the front rank of producers of fruits. Last year $200,000,000 worth of food of this nature was consumed, which, if properly handled by the grocers, has added much to his income. The success of the California growers is due to their optimism. They believe in their land so sincerely that they drove a great number of artesian wells in order to take care of the dry season.

"The merchant too often lets his competitor make his prices.

"You, as merchants, very likely assembled in convention to resolve that you will ask the manufacturer for a greater discount, because your profit is too little. Let me say that you discourage him by giving his money to your customers. At the expense of the manufacturer you increase your popularity and make more sales, but your profit is not increased. The manufacturer can distribute his own charities.

"When you make concessions to your customers you state by your actions that you are overpaid.

"A man bought a pig for $7.50, fed it for some months at a cost of $10, and then sold the pig for $17.50, well pleased with his sale. The stocks of some of you grocers are pigs like this one.

"Turn your stock often and at a profit and you have the secret of success."

The address of James Hewitt, "Two Looks: Backward, Forward," followed, and appears in another portion of this issue.

Walter B. Cherry, president American Specialty Manufacturers' Association, also made a brief address.

The report of the Committee on Resolutions was as follows:—

Resolutions favoring the legislation mentioned in the Legislative Committee's report; lauding the Panama Canal; condemning present discount terms on water shipments of dried fruits and nut and recommending 2 per cent. discount in 10 days, or 1¼ per cent. in three days; urging uniform rate tariff on shipments brought from the Pacific coast; urging uniform weights and measures system and ultimately the metric system; urging the making of local weights and measure inspectors subordinate to the State bureaus, in the interest of uniformity; protesting against closing of Philadelphia as a port of call to the American-Hawaiian Steamship Co.; indorsing the Stevens Bill; indorsing the Federal Trade Commission; approving the work of the National Chamber of Commerce; urging that retailers live up to their contracts and take only discounts to which they are entitled; condemning offering of prizes

by manufacturers to jobbers' employees for pushing certain goods; thanking the local jobbers' committee.

Election of officers came next, these being elected: James Hewitt, of Philadelphia, president; first vice-president, John T. Porter, Scranton; second vice-president, Arjay Davies, Easton; third vice-president, J. H. Blackwell, Trenton, and treasurer, Charles Y. Fox, Philadelphia. Treasurer Fox was the only officer re-elected.

Reading was selected for the 1916 convention.

The banquet in the evening closed the convention. F. B. Reeves, Jr., was toastmaster, and the following speakers made addresses: Judge H. M. Edwards, Scranton; Dr. Carl L. Alsberg, Washington, D. C.; Dana T. Ackerly, New York; Fred. Mason, Niagara Falls; W. D. Simmons, St. Louis; Rev. William B. Beach, D. D., Scranton, and Attorney Samuel M. Clement, Jr., Philadelphia.

The Grocery Markets

Tea.

The demand for tea continues good, though there is nothing like a boom. The low grades, such as Ceylon-Indias, Congous, etc., and the goods that can take their places when they are gone, such as some grades of Formosas, are in best demand and prices are steady to firm on all of those, but without change for the week. Other grades are unchanged and moderately active.

Coffee.

The coffee market shows no particular change for the week, Mocha being relatively the highest and firmest grade on the list. Rio and Santos coffee are not especially strong, and the market seems soggy; demand quiet. Mild grades are well maintained, if of good quality, and in fair demand.

Sugar.

The sugar market shows an advance of 15 points in refined during the week, all refiners being on a selling basis of 5.90 cents for granulated. Raws show no important change, though sales have been made at a slight fractional advance. There is no indication of any radical change in sugar in the near future.

Syrup and Molasses.

Glucose remains unchanged and quiet. Compound syrup in fair demand at ruling prices. Sugar syrup and molasses are both quiet, the latter being in better demand than the former.

Fish.

Fish is dull in spite of Lent. Mackerel shows no change for the week, and only a fair demand. Cod, hake and haddock are unchanged and quiet, business being for the moment light. Salmon is steady and unchanged; demand fair. Domestic and imported sardines are quiet on last week's basis.

Canned Goods.

Tomatoes are unchanged on last week. All packers will not sell Maryland 3s at 65 cents in a large way, f. o. b., but enough will to make that practically the market. There appears to be plenty of stock in holders' hands, more, perhaps, than they like. The demand, however, is good. Corn is selling very fairly at unchanged prices; futures are also unchanged and fairly active. Peas, both spot and futures, are unchanged and moderately active. Apples are still dull and unchanged, so far as most packers' prices are concerned, but some cheap goods much below the market have been offered by one packer during the week. The situation is not very strong. California goods are selling in a very small way from first hands; the stock doesn't seem to have moved from retailers' shelves. It is very hard to get future orders for California canned goods. Small staple Eastern canned goods are unchanged and quiet. There is some talk about a shortage in spinach, as usually develops at this season.

Beans and Peas.

Domestic pea beans are unchanged from last week, perhaps a shade easier. The demand is fair. Marrows are unchanged and quiet. California limas are also perhaps a shade easier on spot. Green and Scotch peas are unchanged on the last reported high basis, and dull. Yellow splits are a shade off.

Butter.

The butter market is steady at a decline of 2 cents per pound on all grades, both solids and prints. The quality of the receipts is good, considering the season, and the market is healthy throughout. As spring approaches the demand should increase and indications are for a good, healthy market, without much change.

Eggs.

The egg market shows a decline of about 1 cent per dozen during the week. The receipts are liberal, but the demand is increasing and stocks are selling well at the decline. Eggs may be a little higher, but there is no reason to believe that the advance will exceed 1 cent. The storage season, which is a great steadier, will open in two or three weeks.

Cheese.

The consumptive demand for cheese is very light, although there is still some export buying, which keeps the market healthy and firm. Stocks in storage are being reduced considerably by the export business and the general situation is healthy.

Provisions.

All cuts of smoked meats, bellies, bacon, regular, skinback and picnic hams are in very light consnmptive demand and the general situation is dull. Pure lard is dull at a decline of ¼ cent, and so is compound at the same decline. Dried beef is unchanged. Barreled pork is steady at a decline of 25 cents and is in moderate demand; canned meats are steady and in light demand.

INDIVIDUAL MARKET REPORTS.

Spices.

The market continues active, with generally steady but somewhat higher prices. This, we attribute, is due to higher freights and lack of tonnage, as well as the great scarcity of many articles in the list.

Pepper.—The spot stock of pepper was never so small as at present. The limited lots en route at this time are practically sold. Freights on pepper have advanced 25 to 30 per cent., which naturally adds very much to the cost. White peppers are very much firmer.

Cloves.—Active and in fair demand, at slowly advancing prices.

Mace.—In very good demand, at steady prices. The better grades are scarce, and higher prices are probable.

Nutmegs.—Are fairly active and in good demand for later shipment. Supplies here are very small.

Cassias.—Saigon is scarce and in fair demand. Batavia quiet and unchanged. China grades firmer and in good demand.

Gingers.—Quiet and unchanged. Spot supply now very much reduced. Futures are offered sparingly.

McCormick & Co.
Baltimore, Md.

Rice.

The market for the week has been rather quiet, although there is a strong undertone, sustained by constant purchases. Honduras stocks are fairly assorted, while Japans and Blue Rose are in scant supply. Screenings and second heads continued to get scarcer. Holders are firm in their ideas and are demanding full list for offerings. The trade will be compelled to turn to Honduras grades, and the outcome will show a further hardening of prices. Statistics are often misleading, but they have a certain value, and as the remainder supply ahead is far short of usual requirements, higher prices seem to be definitely assured.

Advices from the South along the Atlantic coast report a slight slackening of purchases, although the demand continues for lower grades, especially screenings and second heads, which are becoming scarcer. Carolina still continues to move slowly.

At New Orleans reports continued demand at firm prices. Blue Rose, Japans, screenings and second heads are becoming scarce, the two former styles being almost off the market.

In the Interior, Southwest Louisiana, Texas and Arkansas, the demand continues, and it is reported that the rough still in farmers' hands is mostly Honduras, and is being firmly held.

D. Talmage's Sons Co.
New York and New Orleans.

Evaporated Apples, Etc.

The evaporated apple market has continued strong throughout the week. The volume of business is gradually reducing as stocks are cleaned up. Seven and three-eights cents has been paid for prime quality, packed in 50-pound boxes, in carload lots, and shippers are asking a premium for less than carlots. Choice and fancy grades are moving slowly and the difference in price between prime and choice is less on this account than for a good many seasons. Carload lots could be bought to-day at 7½ cents. Fancy is held at 8 to 8¼ cents and is scarce.

Some interest is being shown l speculators for 1915 crop for Octobe November shipment. Buyers' and sel ers' ideas, however, are so far apart th there has been practically nothing don Eight cents is asked and 7½ bid.

C. C. Hall.
Rochester, N. Y.

Imported Fish Specialties.

All kinds of herrings are in fair good demand and in scant supply, an Holland herrings in particular.

Norway reports that the supply those large, fat Iceland herrings is en tirely exhausted. Stocks in this cou try are practically nil. While the cat of milk and roe herrings in Norway ha been fairly good, the demand from Ge many and Russia has been so enormo that stocks are getting quite scarce Norway and prices have advanced leaps and bounds. The spring herri fishery is now in full swing in Norwa but we have no reliable cable reports to results as yet.

The mackerel market is dull, and co sidering the Lenten season, the dema is exceptionally poor and trade is bu ing only from hand to mouth and exceptionally particular in regard quality.

According to latest advices, Italy ha put an embargo on the export of a preserved fish, like tunny fish, ancho vies, sardelles and similar fish, and th news has given the market a strong tone, of course.

Strohmeyer & Arpe Co.
New York.

The Best Coffee Addition in the World.

This is what Chas. Strickler & Son of Philadelphia, say about "Pfeiffe & Diller's" Kosyk. The trade can agai obtain their supplies from any whol sale grocer. Having recently secure several large shipments from Europ Messrs. Strickler & Sons are prepare to take care of the trade regularly.— Advt.

WANTED USED NATIONAL CASH REGISTER
Must be modern, a check thrower in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

THEY ARE GOOD OLD STAND-BYS
Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Registered U. S. Pat. Off.
Trade-mark on every genuine package

MADE ONLY BY
Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

itten for the "Modern Merchant and Grocery World."

his is a Funny Kind of Discrimination

ashington (D. C.) Retailer Says He is Forced to Pay $4.00 for a Brand of Soap, While a Philadelphia Jobber Who Would Sell at $3.50 is Kept out of Washington by the Soap Manufacturer's Threat to Cut Him Off. Treatment of Unprofitable Goods.

Having read your opinions on rious subjects with interest, I am w going to ask what you think of policy of Kirkman & Son, ooklyn, N. Y., in regard to dis-minating against certain terri-y.

I buy Kirkman's soap in 5 or 10 x lots direct, as no jobber here ndles it, and in either quantity it billed at $4.20 per box, with 25 ckages of powder free to each e boxes, less 2 per cent. in ten ys, or thirty days net.

I am informed, from reliable irces I think, that Barber & Per-is, of your city, job these goods $3.50 in single box lots, but that y are restrained from shipping ne into the District of Columbia penalty of being "cut off."

I do know that the Great A. & P. a Co. retails it in this city seven es for 25 cents and feature it in ir advertising.

With such conditions surround-the distribution of an article, I uld as a general thing discon-ue to handle it, but in spite of all s unfair competition it is still the t seller I handle and I have not d a cake of it for less than 5 nts since the time I bought it m them for $4 per box, less 10 d 2 per cent.

I thank you for the courtesy of nting the article I sent with cut store and for your comment on ne. I agree with you that the profit was not as large as really uld have been realized, but can u tell me how to get a profit out the goods sold close, such as gar, eggs, butter, hams, Lea & rrins' sauce and like articles, or uld you discontinue handling ods that would not carry a profit t more than paid the cost of ing business?

These items are what cut down e percentage of profit, but in my siness sugar does not constitute per cent., slightly over 4 per cent., my sales.

JOHN BRAYSHAW, JR.

Washington, D. C.

Note.—If a Philadelphia jobber lls Kirkman's soap at $3.50, but ll not sell it in the District of Columbia, why not have somebody in Philadelphia buy it of him and you ship it yourself to the District of Columbia?

On general principles, no merchant is justified in handling merchandise for nothing, and the thing to do, when it can be done, is to throw out such merchandise after it has been demonstrated conclusively that it cannot be put on a profitable basis. We admit that in some cases it pays best to go on selling such goods, even without a profit, but the merchant should fight bitterly against all conditions that force him to do business on nothing, and should only go along with them when some phase of self-interest compels him to.

A question suggests itself from your letter. If you can sell Kirkman's soap at 5 cents, and keep it a "best seller" at that, despite the competition of the A. & P. Tea Co., which is selling it seven cakes for a quarter, why can't you also get a profit out of the other things you name?—ED.

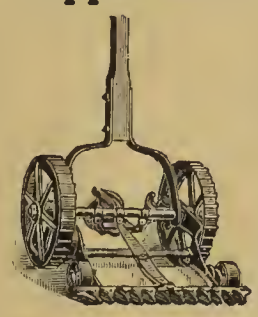
BABBITT'S CLEANSER

The Big Seller

The large, new can of Babbitt's Cleanser that sells for 5 cents enables your customers to cut the cost of cleaning in half because it's as big and as good as others which cost 10 cents. It sells twice as easy and twice as fast as any 10-cent cleanser. Extensive advertising is featuring the new package, the low price, and the fact that the Trade Marks are good for beautiful and useful presents. Take advantage of the demand we are creating and see that the showy can is prominently displayed on your shelves. You'll never have a complaint from a customer who uses it.

B. T. BABBITT, Inc.
NEW YORK CITY

Clipper Lawn Mower



The Mower that will kill all the weeds in your lawn. If you keep all the weeds cut so they do not go to seed, and cut your grass without breaking the small feeders of roots, the grass becomes thick and weeds disappear.

THE CLIPPER WILL DO IT.

Dealers Spot Cash Prices

No. 1.	12-inch	$ 4.50
No. 2.	15-inch	5.00
No. 3.	18-inch	5.50
No. 4.	21-inch	6.00
Pony Mower, 24-inch		13.50

The Dixon Lawn Mower

12-in. $4.50 14-in. $5.00 16-in. $5.50
18-in. $6.00 20-in. $6.50

Patent Thrust, Ball Bearing, Guaranteed in Every Way and Dust Proof. Both the upper and lower knives are crucible steel. Wheels are 10 in. high and the gear is on the inside rim of the wheels, giving great power and speed. The real knife is 6½ in in diameter, has four blades The lower bed knife is crucible lip steel fastened to floating knife bed. This bed knife bar rests on tie rod that holds the back ends of the mower rigidly together.

CLIPPER LAWN MOWER CO.
DIXON, ILLINOIS

Make Hooton's Cocoa Your Leader

and you'll do the leading cocoa business of your locality. **Hooton's Cocoa** outsells other kinds because it's a bigger money's worth and because its Quality and Flavor make it Please. We've won business everywhere on these points and we have an introductory plan for new dealers that will make big sales of **Hooton Cocoa** over your counter. If you want to get and hold a bigger cocoa trade than you've ever had, write us for particulars.

Second-Hand Stuff.

Beats all what a thundering big business is being done in second-hand stuff. D'ye know there's a bunch of fellows that make big money selling nothing else? It's a catch-as-catch-can sort of business, if you know what I mean—there ain't any competition. Nobody is selling the same thing you're selling—there ain't any fixed price on it—and you simply get what you can.

I was struck by this last week when I went into a new store a friend of mine has fitted up. He had a little place before, but it wasn't much good, and when he came into a little money he made up his mind he'd find a better place and fit it up right.

I got in there last week and it was some place, believe me. Up-to-date to the last scream. He had patent counters and bins and a big cash register and a computing scale and a meat cutter, and the Lord knows what all—and not a blamed one of 'em was new; what d'ye know about that? They looked new, though.

"I saved $423 by buying these things second-hand," he said, all tickled up about it. "Do they look any worse because they wasn't new?"

"Not a bit," I said, "not a darned bit. They look great—every one of 'em."

"Of course I had 'em polished up when they needed it," he said, "but that wasn't anything. Outside of that, every bit of this stuff was as good as new—why in thunder should I pay twice as much for new stuff?"

I didn't know any reason why he should, and I told him so. Oh, I didn't tell you—he even bought a second-hand Ford delivery car. I don't feel the same about that—some second-hand automobiles are the very devil. A friend of mine got one and it had the asthma every Friday and they didn't tell him. He bought it on a Monday. Besides the asthma that old car had kidney trouble and tonsilitis and the heaves and several other things, and after he'd had it a week and the effect of the dope the second-hand dealer put in had wore off, it would only run sideways. Outside of that it was all right.

So I don't know about buying a second-hand delivery wagon. Maybe if you get it from some honest fellow that knows all about it and will give you a square deal, it might be all right, but if you buy it from one of these gyps, Lord help you.

Speaking about the high cost of living, what a cinch it would be to pull it down if you could only buy second-hand food. That's about the only thing that don't come second-hand. You can get clothes to burn second-hand—I've been accused of doing that, but it was a foul lie.

Take it from me, if I had a little money and was gunning around looking for some business to go into, I believe I'd start in a business to sell second-hand stuff. I don't mean junk, understand—a man like me would be thrown away in the junk business. I mean stuff like store fixtures—good decent stuff. I'd a heap rather sell that kind of stuff and make a profit on it than have a big store with a plate glass front and sell Cream of Wheat for less than it cost.

Wouldn't you? Sure you would.

Of course there's this to say about it—that while this thing of buying second-hand stuff for nothing is all right to the fellow that gets it, it's plumb tough on the fellow that has to sell it that way. I had a customer that sold out his place last fall. He had a chance to go West and take a job with a brother and he put up his store for sale. He tried to sell it first as a business, but he didn't get any bids on it that amounted to anything, so he sold out all he could and then auctioned off what was left on Saturday night. Honest, the prices those fixtures brought were a funeral! I never saw anything like it. A little cash register that he'd paid $50 for—it was every bit as good as new—brought $2.25! What d'ye know about that? And everything else went the same way. Two counters brought $4 apiece. Good hardwood counters good for fifty years yet. Gee, it must have been tough to stand around and see your stuff fade away like that!

But the fellows that got i great! Well, there's always t ends to a good thing, ain't there

THE STROLLER

Pennsylvania Organizatio Notes.

The Organizer spent several days cently doing missionary work at S mokin in an effort to assist the l ness men of that place to build up t organization and to add this sple town to the list of associations c posing the State Association. Altho a stranger to almost everyone, the ganizer was accorded a most co welcome and co-operated with to utmost.

On Monday, March 1st, he had privilege of attending the business m ing of the association and makin short talk on general association to On Wednesday one of the most en siastic "get-together" meetings was at the Hotel Wilcot, at which a quet was enjoyed, attended by 100 the most influential business men the town.

After a most elaborate meal had enjoyed, the president, O. K. Wet introdced the Organizer, who made address urging closer co-operation he endeavored to show the splendid

NOTICE!

TO OUR CUSTOMERS:

We are all complaining of hard times and of a scarcity of money. Why is this? Stock of all kinds, also farm produce of all kinds, are bringing good prices, yet money is scarce. How many times inside the last eighteen months have you brought checks to us, and wanted them cashed, and we were unable to do so, we were unable to meet our bills, and why is this? Now, here is the reason: Since December 1st, 1914, the Postoffice at Ceres has issued Money Orders for over $7000.00, most of which has gone to New York and Chicago mail order houses for goods you could have bought of Bland County merchants and kept the money at home. Our roads and schools have to be kept up, the home merchants have to pay a very heavy license and tax, yet the mail order houses have received the money and do not contribute one cent toward our County or State funds. They are underselling the home merchants, and why? You do the home merchants as you do the mail order houses, pay spot cash for everything you buy and see then if the mail order houses undersell them with the cash we discount our bills, and buy our goods for a great deal less money, and therefore could sell for less money, and the money would be kept in circulation at home. Sears Roebuck & Co. cleared $20,000,000.00 last year and, of course, other mail order houses made money in proportion. Yet how much did they pay toward our schools and roads. Some time when you are sick or out of money get a mail order catalogue and make out an order for some supplies and send it to them and tell them you will send them the money when you sell your lambs, calves or turkeys, and see if they will send you the goods. Yet that is the way you do your home merchant. Now honestly is this fair? We say no. And DON'T blame the Democratic administration for scarcity of money when you are sending it away to build up big trusts that don't help you, and don't expect your home merchants to carry your accounts 6 or 12 months when you send your money off. Do as you would wish to be done by.

Respectfully Yours,
F. A. CRABTREE & CO.

The above is a photographic reproduction of an appeal which F. A. Crabtree & Co., general merchants of Bland, Va., issued to their customers recently. Not only did they insert it as an advertisement in their local paper, but they had it printed as a circular and widely circulated it. It is worthy to be copied by other general merchants.

Coffee
ermonettes

No. 2—Guaranteed Coffees

XT: There is nothing so power-ul as truth—and often nothing so trange.—*Daniel Webster.*

A prominent advertising man re-tly said, "The day of guarantees here." He spoke the truth. We w have guaranteed foods, guaran-d drugs, guaranteed clothing, aranteed furniture, and a thou-d others.

This was not so when we started guarantee coffees. We guarantee m, just as we do now, every pur-se to be exactly as represented. the olden days substitution of ry kind was very common. In t, men who could cleverly substi-e were rather looked up to. Now ne of the better houses do it, be-se they have seen the light of th.

Very strange," said Front Street, en we started in to do business a different way. "Very strange—se fellows must have some mental ks." The fact is, that we saw light first, that's all. We were on heights—and the dawn got to us fore it did those in the valley. We re different—and that's why.

In consequence, when the Pure od and Drugs Act came along we ln't have to make radical changes. ith truth at our head we were rching on, getting ready for the xt step in business evolution.

You can depend on us for the ith about our coffees. And having ith they have Survival Value. For ith is everything. It is the hand-id of justice. And as we couldn't prove upon these "truth coffees," have improved upon the method shipping them. We call them ARISCO STANDARIZED COF-ES. They come to you clean. *range,* isn't it? But it's another w departure. Try us for truth, r service, for survival value and r cleanly shipments.

The

William B. Harris Co.

Cup Quality Experts

Teas, Coffees, Spices

5 Front Street New York

(Copyright)

fect that a real live wire association of business men had on a community. As a result of this meeting we believe there will be a big forward movement commenced. Secretary J. J. Forsythe gave us splendid support.

* * *

The Organizer was the guest of the merchants at Port Alleghany on March 4th, at a banquet held at the Butler House. It was a splendid affair and attended by practically every business man in the town. Prior to the banquet the annual business meeting was held and the following officers elected: A. J. Nordstrom, president; C. B. Schurtz, vice-president; H. F. Grabe, treasurer; G. W. Calhoun, secretary. The association numbers 26 members and is just one year old, but in the short period of its history has accomplished great things for the town. It has drawn the members closer together. Has eliminated a lot of evils and taught the merchants that co-operation is better than competition.

After the meeting the members marched to the hotel where the banquet was served. Mr. C. W. Cantlin, a prominent attorney, acted as toastmaster. The first speaker was Mr. B. W. Taylor, president of the Chamber of Commerce of Olean, N. Y., whose subject, "How to Create Sentiment for the Merchant," was treated in a masterly fashion. The Organizer followed, after which Mr. R. B. Gibbs, secretary of the Olean, N. Y., Chamber of Commerce, spoke on co-operation. Mr. R. M. Hilton, a prominent glass maker, spoke on the "New Business Day," and at a late hour the gathering dispersed. Port Alleghany is a small town, but the merchants are a wideawake lot of men and it is always a pleasure to meet them.

* * *

Minersville has organized with 31 members.

* * *

Ashland merchants held a meeting recently preliminary to organization. It was an enthusiastic meeting and it was decided to invite the Organizer to visit the town and complete the matter.

* * *

The Allentown Association carried an appeal to the courts protesting against the action of City Councils in imposing on the dealers who sold meat a tax or license for the privilege. The court decided in favor of the dealers. The value of organization has again been demonstrated.

* * *

The New Castle merchants have just completed another successful "Home Buying Week."

* * *

Dates have been made by the Organizer to visit Allentown, Ashland, Minersville, Mahanoy City and Muncy.

How Are You Buying Imported Cheese?

Do you realize that you can buy the best imported cheese at the price of ordinary cheese if you deal with Philadelphia's largest cheese importer, Carl Wilde? Something else he can supply you with, everything in delicatessen and fancy groceries.—Advt.

AT WHOLESALE GROCERS EVERYWHERE

TRADE MARK
Registered U. S. Patent Office

"Pfeiffer & Diller's"

KOSYR

The Best Coffee Addition in the World

Several large shipments have arrived recently from Europe which will enable us to keep the trade well supplied.

1 dozen 4-ounce tins to the carton
50-4-ounce tins to the box

CHAS. STRICKLER & SONS, Philadelphia, Pa. Sole Agents for U. S. A. and Canada

Parcel Post Free

Set of Standard Dry Measures, ½-pk., ¼-pk. and qt.	$0.75
Butcher's Frock Coat, each	1.50
Grocer's Long Aprons, half dozen	1.50
Hanging Bag and Twine Holder	.75
Swiss Cheese Slicer	3.50
Cheese Knife, 12 inches, tinned blade	.75

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.

Bought Simply Because She Liked the Glass Package

It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. PHILADELPHIA Pennsylvania . .

CCCII.—A Little Known But Highly Important Law Which Affects Every Business Man.

In every State in the Union there is a law in force, and has been in force for many years, which is perhaps less well known to the average business man than any other law of anywhere near its importance, and yet it governs thousands of business transactions of paramount importance. Failure to obey it has lost many a man a vital advantage.

This statute is always known to lawyers and the courts as the "Statute of frauds of perjuries," a title which does not at first convey its real meaning, although when explained it clearly does. It is a reproduction of an old English act dating from the seventeenth century, and its purpose is to cause certain contracts to be in writing, for the reason that if they were merely verbal the temptation on the part of one of the parties to commit perjury as to what a contract was, and thus perpetrate fraud, would be great. Therefore the contracts covered by the law must always be in writing and thus prove themselves.

These are the contracts which must be in writing in all States under the statute of frauds and perjuries. If they are not in writing, they cannot be enforced:—

1.—Leases for more than three years.

2.—Contracts for the sale of land.

3.—Agreements not to be performed within one year.

4.—Contracts to answer for the debt of another.

5.—Contracts for the sale of goods, wares and merchandise to the value of more than $50. If not in writing, something must be given to bind the bargain, or part of the goods must be delivered *and accepted*. If none of these things have been done, and the contract is verbal, it cannot be enforced by either party against the other.

In a former article I had something to say about contracts which belong to Classes 1, 3, 4 and 5, and I want to say something particularly now about Class 2, that is contracts for the sale of land. Briefly stated, in all States, the law is that any contract which aims to sell or transfer any interest in land, must be in writing or it is not enforceable.

To show how directly this may affect the interests of business men, I will cite some cases:—

1.—A certain business man owned the building in which he ran his store. It was a good-sized building and he had occupied it for ten years, building up a good business there. The building was subject to a first and second mortgage, the latter a building association mortgage. Hard times came upon him, although it was nothing that couldn't have been tided over, had he been able to get a little help. He could not pay the interest on his second mortgage, and the building association foreclosed and at the sale bought the building in. After the sale the former owner obtained a lease from the association and continued to do business there as if nothing had happened. A little later he had the offer of help to buy the building back. The building association of course wanted to sell it, and he went to its solicitor and opened negotiations. The solicitor said, "there are some other people talking about buying it, but if I see they mean business I will give you the first chance." Where the merchant made his great mistake was in taking that verbal promise and nothing more. He went away believing that he was protected against anything that could happen, until one day he learned that a telephone company had bought the property and intending converting it at once into an exchange. When he went to the solicitor the latter "hadn't understood it that way," and made several other excuses, and the fat was in the fire. The merchant is practically ruined, for he cannot get another site. His one chance to rehabilitate himself was lost through his own fault.

What should he have done? When the solicitor said, "I'll give you the first chance," he should have said, "All right, sit right down now and give me an option on this property for so long at a certain price. Make the option for a dollar and I'll pay it." Then he would have had something, but as it was, he had nothing. He couldn't h enforced the solicitor's ve agreement, even if it had b much more definite than it was cause it was an agreement for sale of land, and was required t in writing.

2.—A business man who ha deep conviction that he was i uncongenial business in which would never succeed, decided enter another line that he had ways hankered after. He ne $5,000 and to get it offered house for sale. He found a b whom he took through the pr ises. After the inspection, this said "all right, I'll take it at price." The owner, conside that that settled it, made his rangements to enter the new and signed a binding agreeme pay $5,000. But when he wen enforce the verbal agreement buy the house, the buyer "changed his mind," and the er's lawyer advised him that he no agreement that he could enf I need not dwell on the comp tions of this case—you can see t clearly enough, I am sure. A ten memorandum signed by

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-han
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which y would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all t store appliances used by retail merchants on file in this office. You c see them if you call here, or we will send you any information fro them which you want.

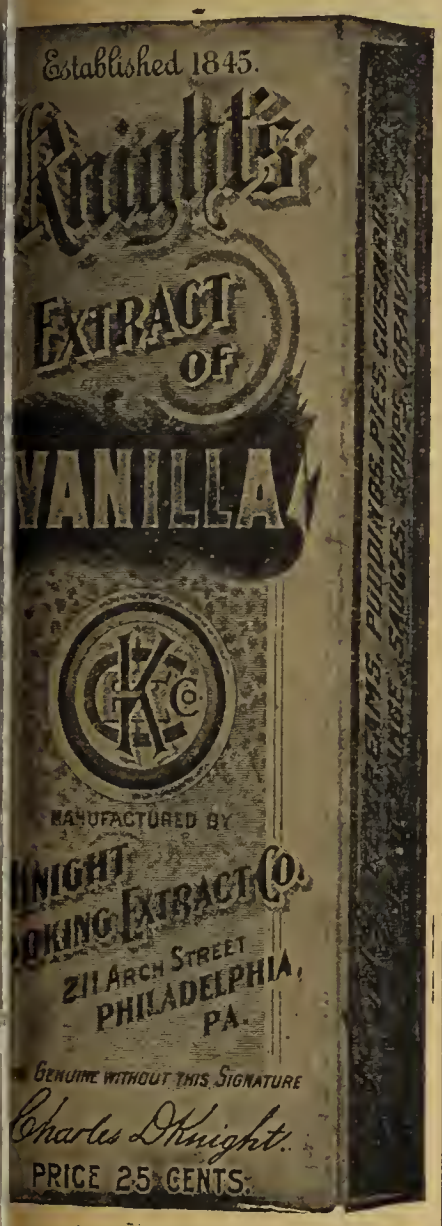
As to any other things, we have a staff here which is pretty expe about most things connected with merchandising. It is entirely at yo service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we c do for you the longer we can keep you a subscriber. It is straig business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

1845

esn't This Date Tell You Something?



his is the date **Knight's Cooking** acts first decorated grocers' ves. Time, skill and experi- combined have added to the ection of these goods each . If an old lady or a child nt for a cooking extract with- being told to get a certain id, they'll ask for **Knight's** by inct. This name naturally tifies itself with flavoring acts in their minds. **It's a** sehold word and stands for **the** hest standard of excellence.

KNIGHT'S

ooking Extract Co

No. 211 ARCH STREET

PHILADELPHIA, PA.

buyer at the time would have saved all this.

3.—A manufacturing concern rented the only building available for its purpose—a building with a railroad siding. It could not do business without a railroad siding. It heard that the owner was being solicited to accept another tenant when the present lease expired, and its president went to the owner and was told: "The building is for sale; we don't want to rent it any longer." The president inquired the price and when told agreed then and there to buy it. Nothing was put in writing, although the parties both understood that a written agreement should be drawn up later.

That very night the owner of this building, having suddenly changed his mind, rented it—possession to be given at the expiration of the present lease—to somebody else and the manufacturing corporation was only four months distant from a condition of homelessness and possibly demoralization and ruin. This too could have been averted had the president of the tenant company before he ended that conversation at which he agreed to buy, gotten the owner to sign a memorandum of the understanding.

I have seen quite a number of these cases, and while some of them come from ignorance of what the law requires, most come from the feeling that "Jim wouldn't throw me down—his word's as good as his bond," Jim being the seller who has agreed verbally to sell, or the buyer who has agreed verbally to buy. Let me say that where the law makes it so easy for "Jim" to escape, I wouldn't trust the verbal word of the straightest Jim who ever lived. Jim might die, which would present the same question in another way. The only way to handle such transactions is to get something in writing.

(Copyright, March, 1915, by Elton J. Buckley.)

—

Question: * * *, Pa.—I have been referred to you by our State secretary, A. M. Howes, as to the legal points of the enclosed contracts. The story is this: The merchants of these contracts are anxious to discontinue the giving of stamps, but want to keep within the law so far as their contracts are concerned.

These merchants conversed with other merchants about the discontinuance of all trading stamps, premiums, discounts, etc., but did not

Judging a Store by Baking Powder

Baking powder seems a little thing to you, but somebody will judge your store by it. We do not see how there can be but one opinion as to

Rumford Baking Powder

None can possibly leaven better or insure more wholesome food. Its absolute **Purity, uniform strength and keeping quality** make baking results most dependable, which means a pleased customer and that every can of **Rumford** you sell will sell other cans for you.

Rumford pays you a greater profit than any other high-grade baking powder—It will pay you to recommend it.

RUMFORD CHEMICAL WORKS, Providence, R. I.

The Special Price Continues

NONE SUCH MINCE MEAT

"LIKE MOTHER USED TO MAKE"

$10.80 per gross (except in the Far West)

In straight ¼ gross cases

AND

½ gross cases (3 packages free)

Ask Any Jobber

MERRELL-SOULE CO.

SYRACUSE : : : NEW YORK

enter into any agreement. Now the merchants under contract as enclosed tell their trade verbally that they will discontinue the giving of stamps April 1st. Along comes the stamp company's man loaded with a copy of the "Pennsylvania Merchant" and refers our merchants to the editorial therein from the "Modern Merchant" on the trading stamp question (as enclosed) and say they have a good case of conspiracy against our merchants. Would you please advise as to the safe course for us to take in this matter under the conditions.

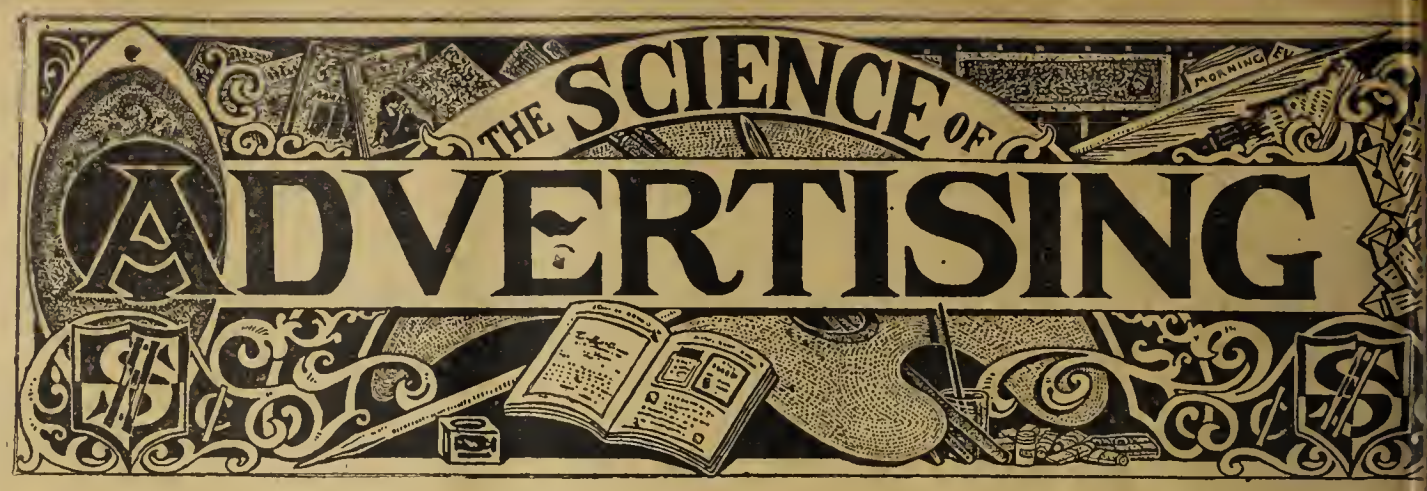
Answer.—I have read the contracts which you send; they are typical trading stamp contracts. All are made for three years, and of course if they are binding at all, they are binding for that time. I gather that this three year period has nowhere near expired.

It is fundamental that one party to a contract cannot withdraw from it unless the other party consents, without making himself liable for damages. Two things can happen to a merchant who violates a trading stamp contract which he has signed: (1) If he simply stops giving the stamps, without agreeing with other merchants not to give them, he merely makes himself liable to the stamp company for the damages it suffers through his breach. What those damages are would depend on the facts of the case. I have never heard of a stamp company suing a merchant who merely stopped giving out its stamps. The company could only recover the damages it could prove that it had suffered, and it would have to furnish proof for every cent it got.

If (2) a merchant who had signed a trading stamp contract stopped giving the stamps by agreement with other merchants to do likewise, I repeat what I said before in a case of this sort, that there is considerable reason to believe that a conspiracy to interfere with the contracts of others might be found.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."



I take up this week a copy of "Store News," issued by Jacob B. Hug, Erie, Pa., a well-printed little four-page paper, 5½ x 8½ inches. The paper used on this piece of advertising is rather exceptionally good. The typographical arrangement, however, is not quite as attractive as it might be. I reproduce the outside page, which is treated as a cover, and one inside page. The fourth page is given over to "Hints to the Housewife," mainly as to cooking fish:

Bell 'Phone 1009-J

Mutual 'Phone 857

Store News

The Lenten Number

Issued Weekly by the

Jacob B. Hug

Fancy Cash Grocery

"THE PURE FOOD STORE"

Tenth & Raspberry Sts., - - Erie, Penna.

Monday, Feb. 15, 1915

Vol. 2. No. 1

If I were Mr. Hug I don't believe I would give one-fourth of my entire space to the cover. I should give up the top half of the first page to title and put advertising on the lower half. The above reproduction of the cover page is of course very much reduced. The reproduction of page 2 is also somewhat reduced, but not as much as the cover. Considering the latter, the introduction is, in my judgment, a little too long. It would have been enough to say: "Lent is here, and you will want to eat more fish than usual. We have everything in the finest grades of canned fish and can get anything in Fresh Fish. Orders for the latter should be in the day before." Or, as a matter of fact, it would have been enough to say, "All kinds of Lenten Fish." The balance of the matter on page 2 is very fair. A better heading for the codfish ball paragraph might have been, "We Sell the Most Delicious Codfish Balls You Ever Tasted." I assume that that is what Mr. Hug is doing, though, really, it isn't made entirely clear. Fifteen cents for how many? It would have been better to say a little more in detail as to what particular points of Finnan haddies are. I am an ordinary consumer, and have been advertising all sorts of things for years, and yet I do not know this minute whether Finnan haddie is a salt fish or a dried fish, or a prepared fish. Perhaps I am extraordinarily ignorant, but, anyway, it would do no harm to devote just a few words to saying what the particular point about Finnan haddie is, with a view of course to arousing an appetite for it. The tunny fish matter is all right, but the printer should have set the names of brands and prices in boldface type, instead of in type precisely like the balance of the paragraph.

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advert ideas for special occasions, upon re and to the suggesting of original a tisements when data is supplied. communications sent for this De ment should be addressed to the E of Science of Advertising. They be taken up in strict rotation.

THE PURE FOOD STORE

THE Lenton Season, observed by a great many persons as a time for abstinance, especially on Wednesdays and Fridays during the forty days preceeding Easter, is upon us, and those who desire eating Fish either fresh or canned, we will make an earnest effort to please.

Our line of Canned Fish is large and extensive and includes qualities that appeal to every appetite.

Orders for Fresh Fish should be in the day before they are to be used, thus insuring quality and service. We will be able to secure any kind (in season) you may desire.

REAL BOSTON —COD FISH BALLS—

Is the pure product of the cold, deep salt water frequented by the fishermen of Boston. Only real cod with the best of shortening, tender mealy potatoes and a delicious blending of spices are used. Then cooked in an inaculate kitchen in the old-home style of the New England house-wife. Ready to brown—no trouble—no time—no worry—and withal such a reasonable price.

FIFTEEN CENTS

FINNAN HADDIE

The Regalia Brand—11 oz. glass jars - - - 25 Cents

A Delicious Pack in a Sanitary Package

For "Finnan Haddie a la Delmonico"

See the Recipe on Page Four

TUNNY FISH

In the short time that Tunny Fish has been on the market it has gained a remarkable reputation.

The meat is pure white, firm, tender and very delicately flavored. It looks and tastes very much like the breast of chicken. It does not contain bones, skin or any particle of waste—nothing but fresh fish is packed in these hermetically sealed sanitary cans

Try a can of this fish de luxe.

Pierce's Brand—Tunny Fish—large cans, 25c.		Small cans, 15c.
Blue Sea—Tuna Fish - -	large cans, 22c.	Small cans, 12c.
Crescent—Tuna Fish - - - - - - - - -		Small cans, 10c.

Advise Your Custo
That by using
MAPLEI
as a change of flavor,
serts and dainties will
different and better.
ORDER FROM
WILLIAMS & RO
19 South Front Str
Philadelphia, Pa.
JOHN DEAN
801 Empire Buildi
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Squa
Buffalo, N. Y.
CRESCENT MFG.
SEATTLE, WASH.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

me.—Do you realize that from the ıte you enter the store in the morn- your time is sold? You have agreed ive that for so many dollars a week. t time isn't yours any more than the ırned dollars are yours. To waste to go back on your word. Killing is pure dishonesty, if getting some- g for nothing is dishonest.

et time killing is sometimes done nsciously, and it is these little un- cious things that "Straight Talks" ıes to uncover.

* * *

oo much unnecessary time is somc- s spent with certain customers. know there is a certain class of and a certain class of women who to talk about matters irrelevant to store. You may make 2 cents on r purchase and waste 10 cents of r time through their entertainment. e than that, you may neglect a cus- er or two by giving a gracious ear to r nothings.

* * *

his stupid customer is common, and le we know that no person of good business sense will practice it, it is up to you to bring some tact into play and gently curtail the nuisance.

There are various ways of doing this, but the way that one fellow would do it might cause another to slop over. We are all so different in disposition and temperament and personality.

* * *

Then again, this war talk among yourselves is a time waster, and it usually happens in the early morning, just when important work should be done right off the reel. Where a superior is not on the job it is a common thing to see a group of men who have sold their time for pure business, discuss the war situation. Mind you, the discussion of this subject is admirable, especially if you still know your geography, but in a store in business hours, *never*.

* * *

Six O'clock.—Suppose it is 6 o'clock and the doors are closed. That may not be all. Avoid the rush act at this hour. Don't grudge five or ten minutes to straighten things out. It'll all come back to you some day with compound interest. There's a whole lot in the way a clerk acts at quitting time.

* * *

"My Future."—Well—it's all up to you. If you're doing $15 worth of work for $10, keep it up. It isn't for you to kick the traces. They'll be kicked for you. Wait 'till your time comes. When it comes you'll know it. Then the break will be made for the other five. But if you can in the meantime work $18 or $20 worth of work into that old job, do it. But never—never, never go the other way. If you do then your future is settled. If you don't it's unsettled, and maybe at times look as though it might be unlimited.

* * *

Keep Above the "Knocker."—The knocker is a coward. Sometimes he has ability; sometimes you'll find him a worker, but one thing you'll always find him to be—a coward. At one of our clerk meetings I said, "Gentlemen, there's to be no knocking in this concern except right at these meetings, face to face with the subject of your grievance." Boys, act above the knockers. Face your man in a manly way and spit it out. It will give you self-respect and it will instill respect from others. God help the miserable knocker—the man who smiles with his lips while they're smeared with poison. Making trouble is tonic for him. Learn to detest the fearful habit. Act the man to your fellow worker.

SAVE TIME RISK MONEY

Invest $25 to $75 in a Schick All-Steel Baling Press—the capital will be returned to you inside of a year, with liberal interest besides. The paper, straw, rags, shavings, excelsior, etc., you now burn up, or pay someone to haul away, can be baled and *sold at a good* price—if you use the

ALL STEEL Schick FIREPROOF

BALING PRESS

Absolutely fire-proof—takes up little room—provides safe storage for waste and eliminates fire risk—lowers insurance rate—pays for itself and earns money for you. Right size for every shop, store or factory—sold on

TEN DAYS' FREE TRIAL

Write to-day for catalog No. 64. **FREE TRIAL OFFER** and information about selling waste at a profit.

Used in Uncle Sam's Post-Offices

THE DAVENPORT MFG. CO.
DAVENPORT, IOWA.

KNOX GELATINE

Pays Good Profits

At 15 cents a package **Knox Gelatine** is a big, all-year 'round seller that allows you more profit than any other gelatine you can handle. It is easy to sell because your customers get big value for their money and because they know the Quality and Purity of Knox Gelatine. We are telling them every day, through many different mediums of advertising, how easy it is to prepare and the many different desserts, jellies, puddings, ice cream, salads, candies, etc., that can be made with it. Reap the benefit of our advertising efforts and get your share of the profits it is easy to make by pushing the sale of Knox Gelatine.

New, attractive display advertising matter that is sure to increase sales will be furnished you free on request

CHARLES B. KNOX COMPANY, Johnstown, N. Y.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to
EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost $17; will sell for $9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost $4; will sell for $2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for $2 a gross, 2 cases to a gross.
J. B. Losey,
Somerville, N. J.

Offer No. 13.

I have a modern iceless soda fountain with pumps, a 10-foot outfit; solid marble; has only been in use three months. Cost us $1,200; will sell for $650 cash, f. o. b. Waynesboro. Everything as good as new.
Standard Grocery Co.,
215 W. Main St., Waynesboro, Pa.

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was $3.25 a case, 4 doz., less 4 per cent., $3.12. Cracked Wheat, $2.45, two dozen. Make offer.
Godfrey Quebel,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for $10. Also 4 two-branch combination gas and electric chandeliers; cost $7.50 each; will sell 4 for $12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost $12; will sell for $7.50. A. J. Patterson,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me $350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.
H. M. Gingrich,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.
John Altman & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank. W. E. Roberts,
Freemansburg, Pa.

Offer No. 30.

I have on hand about 50 dozen Economy Fruit Jars, cost 65c. pints, 80c. quarts, 95c. two quarts. Will sell for 55c. per dozen if party will take entire lot of three sizes, f. o. b. Wellsville, N. Y. W. L. Benedict,
21 East Pearl St., Wellsville, N. Y.

Offer No. 31.

Refrigerator for sale, $50, cost $100; 8 x 4 feet, mirror top, two upper doors, beveled glass; suitable for grocery or delicatessen store; freight prepaid.
Benjamin Gebhard,
111 W. Duval St., Germantown, Phila.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.
Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?
A. B. Crawford,
Freehold, N. J.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing $145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.
Mullison Grocery Co.,
Wilkes-Barre, Pa.

Offer No. 40.

Can you sell a lot of picture frames for us? They are supposed to be trade getters, but that scheme is about played out in our town. We paid 99 cents apiece, oval frame, convex glass, gold finish. Fifty cents will buy them.
P. L. Glase, Son & Co.,
Oley, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?
Atco Stores Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.
P. B. Steininger,
Lewisburg, Pa.

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for $2.75 per box, f. o. b. Atlantic City, N. J.
L. A. Bacon,
1301 Baltic Ave., Atlantic City, N. J.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap. Peter C. Housman,
Milford, Del.

Offer No. 55.

Electric Coffee Mill for sale or exchange, 500 volts direct current. Perfect condition, low price.
P. J. Leary,
Conshohocken, Pa.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.
John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 57.

I have for sale a double McCaskey Account Register, 440 accounts, arranged to increase to 800 accounts; cost $240, will sell for $175 cash. Only used six months. Reason for selling, started cash business.
Robison's Table Supply Store.
Sharon, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.
N. W. Bennett,
549 Fifth Avenue, Troy, N. Y.

Offer No. 60.

I have for sale a small job printing outfit, in first-class condition, consisting of a Monumental rotary foot-power press, chase 6 x 9, and nine small fonts of type, suitable for regular job work in connection with a business of any kind for bill, letter and statement cards, posters, circulars and all kinds of work done on a press this size; piece rules, furniture, type cases, etc., all go with it, for $50, f. o. b. Greencastle, Pa. If interested write, and I may do better. Address W. Scott Hostetter, Box 232, Greencastle, Pa.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for $2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develop 60-horse power. Will exchange for stock of groceries or a small truck an 1914 Ford touring car. What have yo to exchange? Answer quick.
Chas. Shupp,
Plymouth, Pa.

Offer No. 63.

We offer the following:—

50 doz. Sledge Handles, 60 cents do

3 doz. Wood Lemon Squeezers, cents doz.

4 doz. Wood Knife Boxes, 60 cen doz.

60 cases No. 2 Red Cherries, 87 cents doz.

75 cases No. 2 White Cherries, 87 cents doz.

2 cases Yours Truly Soup, 45 cen doz.

2 cases Beech-Nut Baked Beans, $1. doz.

100 cases No. 2 Tomatoes, in glas 60 cents doz.

Witman Bros.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Has Cutter, capacity two gallons, and or Auto Trailer, which has never been use What will you bid? F. D. Hubbs,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dime sions 63 x 37 x 32 inches; will bak 120 loaves of bread at a baking; shelves; oven manufactured by the G. Blodgett Co., Burlington, Vt.; been use six months only; ovens as good new; equipped with pyrometers. Th ovens cost me $202, f. o. b. Dayto Ohio. I will crate same and delive f. o. b. Dayton for $135. Ovens bur coal. Cash with order.
E. H. McClellan,
226 Lexington Ave., Dayton, Ohi

Offer No. 66.

I have for sale one six-foot Flo Case, suitable for cigars or notions, good condition; glass top; price $1 f. o. b. Berwick. Floyd Klinetob,
Berwick, Pa.

Offer No. 67.

One Edison Mimeograph, absolute first-class condition, having been use very little. Cost $17.50; would sell fo $10, or make offer.
C. W. Mergler,
Ridgefield Park, N. J.

Offer No. 68.

What will you give for home-mad 1914 apple butter, in one-gallon ston crocks, made of apples and pear f. o. b. Ephrata, Pa.? Made clean an good. Let us hear from you if you ar in the market.
H. F. Snader & Co.,
Adamstown, Pa.

Offer No. 69.

I have for sale three-door refrigera tor, size 36 wide by 40 high and 2 deep. Holds 75 pounds of ice. Use one summer and in good condition, a good as new. Cost $19, will sell for $1 f. o. b. Dallastown, Pa.
V. M. Simon,
Dallastown, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not mov after four weeks, will the owner kindl notify us, so that the offer may be dis continued? We desire to keep the de partment as clean and fresh as possible and if goods don't move in four weeks they will probably not move at all.

Modern Merchant
AND
Grocery World

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(Signed) David Ezekiel, Bus. Mgr.

Sworn to and subscribed before me this 16th day of March 1915.

(Signed) Abel K. Cassel, Notary Public.

(My commission expires January 18th 1919)

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Pennsylvania Cold Storage Food Commissioner Says Arbitrary Time Limits on Stored Food are Bad; Inspection of Fitness For Sale is Only Test

Legislative Body Appointed to Investigate Reasonableness of Present Pennsylvania Storage Act Reports Against It. Also Finds That Cold Storage is Immensely Useful. No Truth in Newspaper Blab About Conspiracy to Corner Food Products.

The Cold Storage Commission appointed several months ago by the Government of Pennsylvania has filed its report during the past week. It finds the law faulty and adopts most of the recommendations that have been made regarding its modification. Summarized, these are: That State food laws should be uniform; that the fixing of an arbitrary time limit for cold storage food products is not a benefit to consumers, and that the true test of fitness is the condition of the stored product when offered for sale. For this purpose cold storage food products should be inspected whenever necessary.

The report follows:—

First.—The necessity of cold storage and the proper provisions for the protection of perishable products.

The Commission finds that nearly all perishable foodstuffs are "seasonable" and have their time of "flush," and their time of "scant" production; further, they are subjected to the vicissitudes of seasons. Perishable foods are raised that they may be consumed, and the fact that they are perishable according to the law of nature, implies that if they are not to be wasted, then some adequate means must be provided whereby their perishability should be held in check for the greatest length of time consistent with the public health. There are various methods devised to conserve the original native quality of animal and vegetable substances, various economical methods, drying methods, and the preservation by means of cold, or known to-day as cold storage or refrigeration. Cold storage has been pronounced by those learned in the preservation of foodstuffs, as the best means of preserving the original native quality of perishable foods, which has given birth or necessity, of cold storage, which is now the universal method of preserving the original native quality of perishable foods.

Second.—The value of such products to the producer, and the community in the period of the greatest production, when the supply exceeds the demand, and at all other times.

The Commission believes, through the development of the cold storage system, the aggregate available supply of food products of certain classes is materially increased beyond what it would otherwise be, for the reason that such preservation enables that part of the supply in excess of the powers of consumption at the time of production to be carried over and made available at periods when there is little or no natural supply. If it were not for this artificial means of preservation the producers of many perishable products would be forced to limit their output to the quantity that could be profitably sold for immediate consumption. The ability to accumulate during the periods of maximum output enables the producer to increase his products, and thereby confers an important economical benefit not only upon such producer, by enabling him to obtain a fair average of price, and by permitting larger transactions, but also on the whole body of consumers, by promoting a larger production and more uniform prices. From the testimony it appears that accumulations of food products in cold storage during the season of excess products is practically exhausted before the next season of "flush" begins, and the ability to carry food products in cold storage from the period of greatest production throughout the later period of shortage greatly increases the opportunity for profitable production, without enhancing the average price, and adds to the food supply. We believe that cold storage is an equalizer of prices, and a study of the various tables of the production of various food products proves the fact that prices during the year have been maintained nearer a level since cold storage has become a factor than before the days of artificial preservation of foods by cold storage.

Third.—The length of time certain food stuffs should remain under refrigeration or cold storage.

This is a question that requires a great deal of thought. Laws upon this question vary in the few States that have cold storage laws. In the consideration of this question, we should keep in mind, above all, the paramount reasons for the advocacy of cold storage, namely, the preservation of food products, the preservation of the same when the supply exceeds the demands, that these products may be had by the consumer at reasonable prices during the scarce season of the year, when otherwise certain foodstuffs would be prohibitive to a large portion of the community; in other words, for the equalization of prices of foodstuffs throughout the entire year. Refrigeration, so far as the length of time certain foodstuffs should remain under refrigeration or cold storage, has been an experiment, and our conclusions can only be reached through the testimony taken by the Commission at the different sittings, reports of like commissions of other States, and the endless research of the Agricultural Department of the United States, whose expert also appeared before the Commission.

Cold storage has, therefore, brought about a constant market for all seasonable productions. If we did not have cold storage, there would necessarily be a curtailment in the production of fruits, of meats, of butter, of eggs and other food products.

We find that cold storage products are of incalculable value to the consumer, and, therefore, to the community. Our investigation has not shown that in periods of plenty the cost of food is high because of storing such food until the period of scarcity. As a matter of fact, the percentage of food stored is very low, being, for example, only 10 per cent. of the entire output of eggs; 3 per cent. of fresh beef, 4 per cent. of the creamery output of butter and 8 per cent. of the total catch of fish.

Time limits are placed in cold storage legislation in order to protect the consumer in regard to the condition of the food he buys and also to prevent a cornering of the market. It is contended that the arbitrary fixing of a certain number of months in which food may remain in storage means nothing to the consumer; and that an additional factor is how it is handled after it leaves cold storage. It was brought out before the Commission that, instead of a time limit on food it would be far better to have inspection at warehouses with a view of ascertaining the condition of food when it goes in and its condition when taken out.

In connection with the time limit on foodstuffs, it might be well to mention the fact that 11 States have enacted cold storage regulation laws. The limit in California, Iowa, Louisiana, North Dakota, Massachusetts and Nebraska is 12 months; in New Jersey, 10 months, with power of extension, equivalent to 12 months or more, in case the food is in good condition. Ten and 12 months without extension is a law in New York. In Indiana the storage is nine months, and in Delaware six months. There are big agitations on in Indiana and Delaware for a change, and it is likely that the limit will be extended to a season.

Fourth.—Whether refrigeration or cold storage products shall be branded? And, if so, what shall be determined to be refrigeration products or cold storage products, or both?

In reference to this question, it is evident that all consumers must be the judges of the quality of goods produced, and that, regardless of branding, he must largely depend upon the honesty of the merchant. As already stated, the length of storage is not a criterion of quality, and this being the case, most branding laws do not accomplish what is intended. It is manifestly unjust to brand as "cold storage" goods that are placed in a warehouse for short periods. In midsummer, concerns that do not own private refrigeration plants are compelled to keep them in atmospheric and changeable temperature, for, under the present law, if they were to be put into a cold storage plant for even an hour, they would be branded.

There is no good reasin why products, especially fish, should not be carried over for temporary periods in a cold storage warehouse without going into the class of cold storage food. As to fish, it is physically impossible to brand each fish; and any law or rule providing for such branding is impractical and an extraordinary burden upon the industry.

Fifth.—The effect on the price of commodities by reason of placing them under mechanical refrigeration or cold storage.

After careful consideration of this question, the Commission is of the opinion that it has the effect of making prices lower and steadier; that through this medium the market of certain commodities is extended, enabling producers and dealers to dispose of their stock throughout the entire year. Through the medium of cold storage foodstuffs can be taken out of the market during the season of abundance and held in a wholesome and palatable condition until the season of scarcity, when the prices are high and prohibitory to a large portion of the community, and can be sold at a price much less than the articles of food produced in the scarcity season, which tends to the equalization of prices, preventing them from alternately falling so low and rising so high as would otherwise be the case.

In answer to this question, pertaining to the effect on the price of commodities, a few facts touching the relation of the cold storage man to the price of perishable foodstuffs are pertinent.

It appears to the Commission that there is no conspiracy between the cold storage warehouses and the merchants for the purpose of increasing the price of goods to the detriment of the consumer, which is the general impression. The cold storage warehouse men are merely custodians of property; they have no pecuniary interest in eggs, butter or other products placed in their possession and under no condition do they profit by reason of the abnormal prices on eggs or any other food commodity given them for preservation. The men who own cold storage warehouses do not do business with a few producers; rather, they deal with hundreds of persons, and it would be an impossibility to create a connivance between these warehouse owners and the merchants. Cold storage facilities are open to all householders, who may place the smallest quantity of food in refrigeration for any period of time; in other words, there is no monopoly on the use of refrigeration plants.

Sixth.—The relation of cold storage or refrigeration to the high cost of living.

This has been fully considered in the preceding inquiry. When there is a scarcity of production, naturally the demand is greater than the production. Should the medium of cold storage be dispensed with, or the season for carrying cold storage products be so limited as not to allow producers and dealers to carry their surplus products to the season of scarcity, naturally the prices of foodstuffs would be higher in the scarce season than in the season of plenty, and would advance the cost of living.

Seventh.—The effects of cold storage legislation in this and other States.

The Commission is of the opinion that great consideration should be given to the question of public health and prices which are so ma-

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

A Window Dressing Contest with $175 in Cash Prizes

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	**$75**
For the Second	**$50**
For the Third	**$25**
For the Fourth	**$15**
For the Fifth	**$10**

The conditions are as follows:—

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3 Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

terially involved in the question of cold storage, and, therefore, legislation is necessary for the regulation of this business, but the business should not be so hampered as to defeat the main purpose of the necessity of refrigeration. The object of regulation should be to prevent abuses and protect consumers without imposing unreasonable restrictions that would interfere with its legislative operation and hamper its proper development. The laws of the other States seemingly have taken the same view, and it is the general belief that the adoption of reasonable measures of regulation will help to establish popular confidence with respect to cold storage, promote better relations between the cold storage interests and the public, and place the business on a more satisfactory footing, to the advantage of everyone.

Eighth.—The advisability of a uniform cold storage or refrigeration law.

This is believed by the Commission to be the best solution of the cold storage question. As it is today, the laws of one State conflict with those of another and hamper and destroy the business of another State, all of which is caused by the diversification of views upon this subject. So that this may be obviated and that the producers, dealers and consumers may be treated alike, the Commission is of the opinion that legislation should be uniform, and that no one State should enact a law on the subject that differs as to time limit and branding from the existing acts in other States.

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Written for the "Modern Merchant and Grocery World."

Harrisburg, Pa.,
March 19, 1915.

The Senate has finally passed the bill making it a criminal offense to obtain credit under an assumed name. Its text is as follows:—

AN ACT

Making it unlawful to obtain or attempt to obtain goods, wares, merchandise or credit under a false or assumed name.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it is unlawful for any person to obtain or attempt to obtain, with fraudulent intent, goods, wares, merchandise or credit under any name other than his or her proper name.

Sec. 2. A person's proper name under this act shall consist of the surname of his or her parents', together with his or her given or baptismal name or such other name as shall have been legally fixed by decree of court.

Sec. 3. This act shall not apply to any person or persons using or adopting without intent to defraud any name or title for the carrying on of any lawful business.

Sec. 4. A person shall be guilty of a misdemeanor who violates any of the provisions of this act, and on conviction thereof shall be sentenced to pay a fine not exceeding $500 and undergo an imprisonment in the jail in the county not exceeding three years, either or both, in the discretion of the court.

* * *

The bill to forbid artificial coloring of macaroni, spaghetti, etc., has passed the Senate and now goes to the House. The bill is as follows:

AN ACT

For the prevention of fraud and deception by prohibiting the use of added artificial coloring matter in such edible alimentary pastes as macaroni, spaghetti, vermicelli and noodles.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful for any person, firm or corporation, by himself, herself, itself or themselves, or by his, her, its or their agents, servants or employees, to sell, offer for sale, expose for sale or have in possession with intent to sell, such edible alimentary pastes as macaroni, spaghetti, vermicelli and noodles containing any added artificial coloring matter.

Sec. 2. Any person, firm or corporation who shall violate any of the provisions of this act shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not less than $25 nor more than $200, or to undergo an imprisonment of not less than 30 days nor more than 60 days, or both or either, at the discretion of the court.

Sec. 3. The Dairy and Food Commissioner shall be charged with the enforcement of the provisions of this act.

Sec. 4. All fines and penalties imposed and recovered for the violation of any of the provisions of this act shall be paid to the Dairy and Food Commissioner or his agent, and when so collected and paid, shall thereafter be by the Dairy and Food Commissioner paid into the State Treasury for the use of the Commonwealth.

Sec. 5. This act shall go into full force and effect upon its passage and approval, provided, however, that no penalty shall be imposed for a violation of its provisions as to the domestic products of foreign products imported prior to three months after its passage and approval.

* * *

The bill to allow mixing chicory with coffee is on its way through the Senate, where it has already passed first reading. Its text was published in this letter several weeks ago.

* * *

The bill to repeal the present cold storage food law is being rushed through the Legislature. It has already passed the Senate and is on its way through the House.

* * *

The new bulk sales bill, providing that the proceeds of a sale of the stock and fixtures of a merchant who had sold out in bulk without complying with the law, should be divided among all his creditors, instead of allowing the creditor who brings the suit to absorb it all, has been reported back to the House by the committee to which it was referred, with an unfavorable recommendation. It seems unlikely to pass.

* * *

Mention has been made to a bill introduced in the Senate "regulating the sale and exposing for sale of dressed lambs, sheep and calves. It affects every retail meat dealer. The father of the bill, Mr. Salus, of Philadelphia, thus explained its purpose when the bill came up on final passage:—

> There is now on the statute books a similar act to this, prohibiting the sale of sheep and lambs with the hoofs and heads on the sheep. The purpose of this act at this time is a health and sanitation measure. The idea is to prohibit the sale of sheep, calves and lambs in this Commonwealth with what is commonly called the pluck on the inside. The idea of that is possibly this: these sheep, lambs and calves are shipped in from the outside communities into our communities here and after they come here many of them are put in cold storage. The lambs and sheep are frozen, the livers, lights and lungs attached to them are also frozen. Immediately after being taken from the storage, possibly within 24 hours or so thereafter, these livers commence to thaw and decompose. They are sold to the consumer generally in a frozen state and when taken home by the people who have not the refrigerating facilities over night, they become sour and putrid, and, in most instances —and as we all know that sheep's livers particularly are only purchased by the poorer people, they bring the stuff into their homes and the next morning they wake up and find out that the stuff that they bought apparently good the night before is decomposed. Now these livers and things can be sold separately and apart from the whole carcass. In addition to that, there is sent into this community from the Western houses, particularly the sheep and lambs, with what is commonly known as the back sticks or stretchers on them. Those that come in from the Western houses are backed up generally with hickory sticks. These hickory sticks weigh sometimes two or three pounds, for which the shipper gets maybe, 40, 50 or 60 cents for 2 cents' worth of wood, and naturally that makes unfair competition between outside drovers and dealers in these articles as against our local institutions. It simply is an amendment to some extent to the present Act of Assembly, and is only for the general benefit of the people within this Commonwealth as a health regulation and also as a fair competition between people in the Commonwealth and people on the outside in dealing in these particular articles.

The bill passed the Senate finally and is now in the House. Its text is as follows:—

AN ACT

Regulating the sale and exposing for sale of dressed lambs, sheep and calves.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it is unlawful to sell or expose for sale any dressed lambs, sheep or calves unless they are what is known as "clean dressed."

The term "clean dressed means

(a) That the body of the animal is not connected with the head head thereof, or with any leg thereof beyond the second joint.

(b) That there is not in the body of the animal any heart, liver or lung, or part thereof.

(c) That no part of the body is covered with what is commonly known as a "web" or "caul" or omentum.

No dressed lamb, sheep or calf shall have placed in or on any part of the said animal pieces of wood or other material generally known as "back sticks" or "stretchers."

Sec. 2. Any person, co-partnership or association shall be guilty of a misdemeanor who violates any of the provisions of this act. Upon conviction thereof such person or the members of such co-partnership or association or the officers or directors of the corporation having knowledge of the fact shall be sentenced to pay a fine not exceeding $500, or to undergo imprisonment in the county prison not exceeding one year, or both, in the discretion of the court.

Sec. 3. All acts or parts of acts consistent or inconsistent herewith be and the same are hereby repealed.

* * *

A bill making it a criminal of fense to give checks on banks wher there is no account or not sufficien funds, introduced some time ago has passed second reading in th Senate. Its text is as follows:—

AN ACT

Relating to checks and drafts, and fixing penalties.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That a person is guilty of a misdemeanor who makes and delivers to another a check or draft on a bank or trust company and thereby obtains credit or personal property of any nature if such check or draft, when presented for payment within a reasonable time, is not paid because the maker has no account or has not sufficient funds on deposit to pay the check or draft.

Sec. 2. A person convicted of a misdemeanor under Section 1 of this act shall be sentenced to pay a fine and undergo imprisonment in the county prison as follows:—

If the amount of the check or draft is under $20, he shall be sentenced to pay a fine of not more than $100, or to undergo imprisonment not to exceed 30 days.

If the amount of the check or draft is $20 or more, he shall be sentenced to pay a fine of not less than $500 and to undergo imprisonment not to exceed two years.

Sec. 3. If within twenty days after receipt of actual notice, oral or written, of protest of the check or draft, the person making and delivering the check or draft pays the amount of the check or draft with protest fees, he shall not be prosecuted under this act. If prosecution has actually begun it shall be dismissed at the cost of defendant on payment of the check or draft with protest fees, as aforesaid.

* * *

A bill prescribing the size of standard containers for fruit and vegetables has been introduced in the Senate and has passed second reading and is expected to pass. It provides that if fruit and vegetables are sold in the standard containers, the contents need not be stated on the label. The bill does not forbid the use of containers other than the standard ones, but where they are used, the quantity must appear on the label, as at present. Its text is as follows:—

AN ACT

Regulating the sale, offering for sale or exposing for sale of vegetables, grapes and fruits, providing standard containers, baskets, trays and measures therefor and imposing penalties.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That vegetables, grapes and fruits may be sold in standard containers, baskets, trays or measures, if such containers, baskets, trays or measures are made as herein designated and are of the dimensions or capacity described in this act.

Sec. 2. The "standard pony basket" shall be of the following dimensions, inside measurement: the bottom shall be 3⅝ inches in width and 9⅝ inches in length; the height shall be 3⅞ inches; the top shall be 4½ inches in width and 10⅝ inches in length.

Sec. 3. The "standard basket" shall be of the following dimensiins, inside measurement: the bottom shall be 4¾ inches in width, 12¼ inches in length; the height shall be 4⅝ inches; the top shall be 6 inches in width and 14¼ inches in length.

Sec. 4. The "standard jumbo basket" shall be of the following dimensions, inside measurement: the bottom shall be 7⅛ inches in width; 15 inches in length; the height shall be 6⅞ inches; the top shall be 8¾ inches in width and 17½ inches in length.

Sec. 5. The "standard tray" shall be 18 inches long over all. Its head shall be 7 inches high, 15½ inches long on top and 13½ inches long on the bottom and shall be sawed or cut not over ⅝ inch thick. Its side shall be not less than 6 inches high. Its cover, sides and bottom shall be sawed or cut not more than ¼ inch thick.

Sec. 6. The standard of measure other than as specified in Sections 2, 3, 4 and 5 of this act for buying and selling vegetables, grapes and fruits shall be the lawful bushel of the State, one-half bushel, one peck, one-half peck, two quarts, one quart, one pint and one-half pint. The cubical contents of the quart shall be 67⅕ cubic inches.

Sec. 7. A reasonable variation in the capacity and dimensions specified shall be allowed.

Sec. 8. That any container, basket, tray or measure made in conformity to the provisions of Sections 2, 3, 4, 5 and 6 of this act and of the capacity therein specified, need not be tagged, marked or otherwise branded to indicate the quantity of the contents or to specify the same in terms of weight, measure or numerical count. All other containers, baskets or trays not made in conformity with the provisions of this act, of a different capacity from that herein specified, shall be plainly or conspicuously tagged, branded or otherwise marked on the outside of such container, basket or tray to indicate the quantity of the contents in terms of weight, measure or numerical count.

Sec. 9. That any person, firm or corporation or association who shall pack or cause to be packed containers, baskets, trays or measures for vegetables grapes, or fruits, and who shall knowingly sell or offer for sale such vegetables, fruits or grapes in containers, basket, trays or measures in violation of the provisions of this act, shall be guilty of a misdemeanor, and upon conviction thereof before any alderman, magistrate or justice of the peace in the proper county, shall be sentenced for the first offense to pay a fine of $1 and costs for each such container, basket, tray or measure, and for the second offense a sum not less than $5 nor more than $10 and costs for each such container, basket, tray or measure used by the same in violation of this act, and for any subsequent offense, not less than $10 nor more than $50 and costs for each container, basket, tray or measure so made or used by the same.

Sec. 10. It shall be the duty of proper city and county inspectors of weights and measures to enforce the provisions of this act.

Sec. 11. All other acts or parts of acts, general, local or special, inconsistent with any of the provisions of this act are repealed.

* * *

A new trading stamp license bill has been introduced during the week which practically takes the place of all the other license bills, which are going to be allowed to die. It is fathered by the Pittsburg Retail Grocers' Protective Association and makes the tax $1,000. This bill has not yet come from the printer, and I cannot send a copy, but I will do so next week.

* * *

The uniform partnership bill has passed second reading in the Senate.

* * *

The committee which is considering the bill reducing the retail license fee for selling oleomargarine heard argument against it last Monday. The only persons ap-

(Continued on page 14.)

21

If all manufacturers of nationally advertised products were to stop advertising, the retail grocer's work would be doubled and trebled. The grocer who properly features nationally advertised products can put himself—as to part of his business anyway—in the fortunate position of merely filling, at a profit, orders which the manufacturer brings to him. No grocer can afford to ignore the principal labor-saving feature of his business.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"

WITH THE EDITOR

This Bill Should Pass.

There is a very good bill pending in the Pennsylvania Legislature which we would like to see enacted into law in every State. It makes it a criminal offense to give a check when on the date it was signed there was either no account at the bank (this is fraud now) or insufficient funds, provided the check is not made good within a reasonable time. This affects every business man who sells goods and is paid for them by check, and every one who cashes checks for his customers. The latter are legion.

The present law is very lax about this. A man has an account with a certain bank. It has practically been exhausted, and has only a trifling sum in it. Still, it is a live account. The owner of this account induces somebody to cash his check for $50, dated to-day. To-day there isn't $5 in his account, we will say. Under the present law this is not criminal, because the law says the maker of the check had some funds there, and he may have thought that the bank would honor the check, or he may have intended to deposit enough funds to cover the check before it was presented. So when the check is returned marked not sufficient, all the victim can do is to bring a civil suit to recover the amount from the maker.

Under the new law the court would ask how much money the maker had in bank when he drew the check. If he had nowhere near enough and had not made the check good since, he could be arrested and fined. Such a prospect would compel honesty from many a dead beat who now snaps his fingers at a civil suit.

Good.

We are exceedingly glad that the Pennsylvania Cold Storage Legislative Commission has adopted a suggestion regarding the right kind of a cold storage food law which has been urged by this paper ever since the subject first arose. It is that arbitrary time limits for storage food products are a mistake, and that the only two tests applied to cold storage food should be, 1, full disclosure to the consumer; and 2, fitness for sale. The Commission clearly believes that it is foolish to say that an egg must not be sold after being in cold storage for eight months, or even a year. It is ridiculous to leave its condition out of it, as the present law does. If it is fit to sell, what has the time it has been in storage got to do with it? Always provided, of course, that the consumer is told all about it.

We do not expect that the Commission's suggestions, or ours, will be adopted by the present Pennsylvania Legislature, which is already considering a bill making the arbitrary time limit one year. This is bad for the same reason that eight or nine months is bad, but it is some improvement. Eventually arbitrary time limits will be eliminated entirely.

Honor to Whom Honor is Due

The "Modern Merchant and Grocery World" desires to pay public tribute to a retail grocer who went out of his way to treat his jobber as he himself would like to be treated.

A certain Philadelphia wholesale grocery house, through a mistake, advertised granulated sugar at 5.50 cents. It should have been 5.65. After its announcement was out, the mistake was discovered, and a correction was issued.

Just after the original announcement and before the correction had reached the trade, a retailer sent in an order for sugar at 5.50. The jobber was honorable and filled the order at 5.50 without even taking the matter up. A little later the correction reached the retailer in question, who wrote the jobber the following wholly unsolicited letter:—

Camden, N. J., March 15, 1915.

Gentlemen:—As I understand your 5.50 price on sugar last week was a printer's error, I would rather you charge me 5.65, which I think would be no more than right. I have added the difference to my bill.

Respectfully yours,

* * * *

Remembering that this retailer could not have been criticised had he merely paid the 5.50 price which the jobber charged him, his conduct is generous and fair in the highest degree. Would there were more like him!

A More Sensible Attitude About Substitution.

In one of last week's issues Philadelphia daily paper appe an advertise over the "National A Substitut League, Philadelphia." It headed "The Importance of Se Customers What They Ask I and preaches the gospel that sumers know what they want they go into a store, and ough ways to be given what they ask

Suppose they ask for Ingе watches for 50 cents, which is considerably below cost.

Suppose they ask for Royal ing Powder at 5 cents, whic considerably below cost.

Suppose they ask for Shred Wheat Biscuit at 8 cents, whic considerably below cost.

Ought they to be given t things? They should if your a ment is good. The trouble your argument, Mr. Anti-Su tution League, is that it ign a merchandising factor quite important as the consumer's sire, and that is the int of the *retailer*. He has to be sidered, because he is runnin business not to do consume favor, but to make a living. merchant who always gave cons ers what they asked for, regard of other conditions, would be and buried in a very short time.

We suggest an amendment the attitude of the Anti-Substitu League, which we venture to lieve makes it more sensible. that retailers should give cons ers what they ask for *whenev pays him reasonably well to do i*

Failures in all Lines Increase in February.

Greatest Increase, However, is in Liquor Business. But Increases Are Heavy in all Lines.

The figures covering mercantile failures in the different lines for February still record increases in every line. The greatest increase is in liquors, in which there were 77 failures in February, 1914, and 143 in February, 1915.

The figures are as follows:—

General Stores.—February, 1915, 307; liabilities, $2,864,212; February, 1914, 166; liabilities, $1,393,184.

Groceries.—February, 1915, 327; liabilities, $1,226,385; February, 1914, 232; liabilities, $2,570,661.

Clothing and Furnishing.—February, 1915, 191; liabilities, $1,774,480; February, 1914, 137; liabilities, $1,863,108.

Dry Goods.—February, 1915, 122; liabilities, $1,740,126; February, 1914, 74; liabilities, $921,340.

Shoes.—February, 1915, 54; liabilities, $356,050; February, 1914, 37; liabilities, $332,582.

Hardware.—February, 1915, 52; liabilities, 634,365; February, 1914, 38; liabilities, $645,160.

English Grocers Ask Consumers to Lighten Burden.

The grocers of the United Kingdom, feeling many embarrassments due to the war, have issued the following:—

A PLEA.

Owing to the scarcity of labor caused by the war, customers are asked to help their tradesmen by offering to take with them small parcels which they may be ordering. It would also greatly assist if orders for goods necessitating delivery were given as long as possible in advance of the time actually r quired, so as to obviate speci journeys, frequently to long di tances; especially does this apply orders by telephone. Also, whe such can be allowed without inco venience, if tradesmen are given t option of delivery on the followi day, it will assist them in organizi their district deliveries and greatly relieve the pressure.

Please find enclosed check for for one year's subscription for t great "Modern Merchant and G cery World" that says good mo ing every Monday morning. W best wishes for a prosperous ye —M. Nicholson, Inc., Trento N. J.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

The Brenard Mfg. Co.

Amsterdam, N. Y., March 15, 1915.
To the Editor.

Dear Sir:—Can you give us any information on the Brenard Mfg. Co. and their sales plan? I inclose circulars. Probably some one may know.

Thanking you for answer, we remain,
Yours truly,
SCHUMM & YERKE.

We advise not adopting the piano scheme of the Brenard Mfg. Co., largely owing to their practice of getting a retailer to sign his name to promissory notes, which they practically always transfer to a third party. The third party always collects the note, even if the Brenard concern does not make good.

* * *

Buyer of Feed Sacks.

Wellsville, N. Y., March 12, 1915.
To the Editor.

Dear Sir:—Would you please be so kind as to advise us to some firms or parties who buy good feed sacks and torn sacks, also burlaps of all kinds?

The information gotten from you some time ago helped me very much.

Yours truly,
H. J. GANS.

Max Pottash, 504 N. American street, and Chas. T. Robinson, 109 Walnut street, both of Philadelphia.

* * *

Slogans for a Town.

Telford, Pa., March 13, 1915.
To the Editor.

Dear Sir:—Can you suggest some bright, snappy "slogans," with a little punch to them, suitable for a growing borough to adopt?

Yours truly,
A. S. KULP.

We might if we knew of some of the strong points of the town. A slogan ought to embody something besides mere epigram—there ought to be real meaning in it and the best meaning is something for which the town stands. Let us have something to work on and we will try to help you.

* * *

New York State Cheese Manufacturers.

Butler, Pa., March 17, 1915.
To the Editor.

Dear Sir:—Would you kindly supply me with the names of four or five of the best manufacturers of cheese in New York State? I am thinking of going into the wholesale cheese business in connection with my other business.

Thanking you in advance for same, I remain,

Yours truly,
C. E. BLACK.

R. J. Richardson, Lowville, N. Y.; McLeod & Ormsby, Utica, N. Y.; C. B. Miller & Son, Watertown, N. Y.; J. B. Brown & Son, Utica, N. Y.; Stacey Cheese Co., Little Falls, N. Y.

* * *

Italian Macaroni Manufacturer.

———, Del., March 17, 1915.
To the Editor.

Dear Sir:—Send me the names of two or three Italian macaroni manufacturers.

Yours truly,
M.

D'Angelis & Co., 915 S. Seventh street, and Guano & Raggio, 924 S. Seventh street, both Philadelphia.

* * *

By-Laws for an Association.

Herkimer, N. Y., March 17, 1915.
To the Editor.

Dear Sir:—Inclosed find a check for $3 for one year's subscription.

Can you give me any information in regard to rules and by-laws for local use in a grocers' and butchers' association?

Yours truly,
OSCAR VIELHAUER.

The Philadelphia Association has been asked to send Mr. Vielhauer a copy of its by-laws.

* * *

Refrigerator Wanted.

Port Clinton, Ohio, March 17, 1915.
To the Editor.

Dear Sir:—Am in the market for a refrigerator; any information will be appreciated.

Yours truly,
F. F. HOPFINGER.

The Howe Scale Co., 518 Market street, Philadelphia, have one of the best refrigerators on the market.

* * *

Two Queries Answered.

Adamstown, Pa., March 17, 1915.
To the Editor.

Dear Sir:—Do you know the Ringwalt Linoleum Works, 500 Union Square, New York City, regarding their products and the firm? They claim to make goods superior to Potter's and Nairn's, the old standard makes.

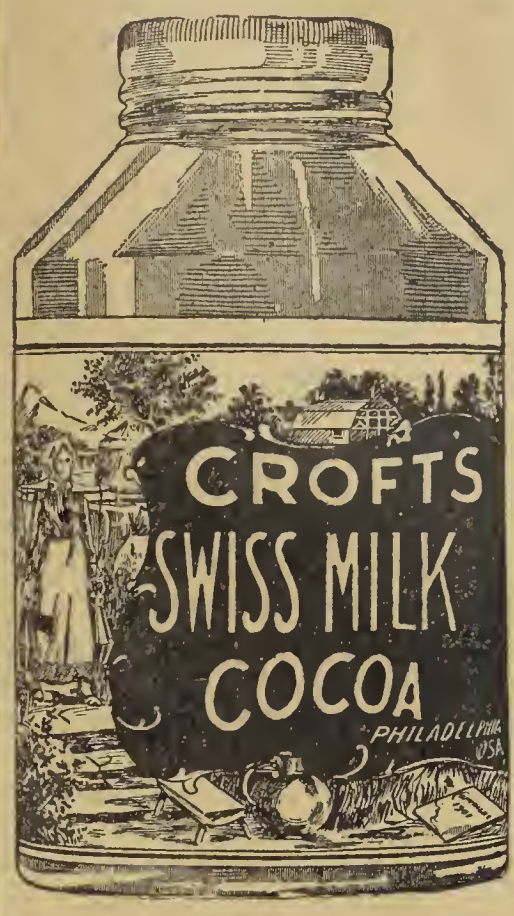
What is the chiropractic cure?

Yours truly,
H. F. SNADER & Co.

The linoleum concern mentioned is not rated and we have never heard of it. Has any subscriber ever had dealings with it?

The method of treating disease known as chiropractic was discovered by Dr. D. D. Palmer, at Davenport, Iowa, in 1895. Osteopaths claim it is an imitation of their method. Chiropractic is thus described by a man who practices it:—

> Dr. Palmer discovered that all disease was due to a lack of innervation, or a stoppage of impulses from the brain to the diseased part.



WHERE *the* GLASS JAR COMES IN

The glass jar in which **Croft's Swiss Milk Cocoa**—and that only—is packed offers the entering wedge to a sale, because it is unusual.

No woman ever saw cocoa packed in glass before; the sight is novel; she asks about it, and if you help a little, she buys.

Bought once, **Croft's Swiss Milk Cocoa** will always be bought again, for it has a flavor which has never been successfully imitated. Our exclusive making process removes the bad, develops the good, and the result is the smoothest, most delicious drinking cocoa on the market.

Croft & Allen Co.
PHILADELPHIA, PENNA.

Women are

always glad to get **Fels-Naptha** soap because they know they can *depend* on its uniform quality.

This quality is continually kept uniform because the makers have **Fels-Naptha's** reputation at stake.

In maintaining your reputation, **Fels-Naptha** is that much better than soaps of unknown or doubtful value!

Fels & Co.
PHILADELPHIA

He also discovered that the only place a stoppage could occur was in the spine, for the reason that that is the only place where the nerves are situated between movable bones.

When any two vertebrae are not in their normal relationship with each other, a pressure is bound to occur on the nerve that passes between them, with the result that the organ or tissue supplied by this nerve will be dormant, or cease its proper functioning. This is the condition recognized by all schools of medicine as the "predisposition" or "lack of resistance" preceding all diseases. To Dr. Palmer this was recognized as being the primary cause of all disease, for without the "predisposition" there could be no disease. Healthy persons are never affected by external influences.

Dr. Palmer gave the name subluxation to these conditions of abnormal relationships between the vertebrae, and invented a method for correcting them. He named this method an "adjustment," and the germ of his discovery has been developed intto a science and named "Chiropractic"—pronounced "Kiropraktic."

Chiropractors locate sub-luxations in the spine and correct them, thereby restoring innervation to any diseased organ or tissue, and the result is health.

* * *

To Buy Women's Readymade Clothes.

Micanopy, Fla., March 15, 1915.

To the Editor.

Dear Sir:—Will you please give me the name of a wholesale firm from whom I can buy ladies' ready made dresses, also the names of a couple of wholesale jewelry houses?

I inclose stamp for reply.

Yours truly,
H. L. ROSENBERGER.

Lipman Mfg. Co., 1023 Race street; Ost Brothers, 931 Market street; Stenton Mfg Co., 1826 Arch street, all of Philadelphia.

For jewelry: Allan Jewelry Co., Charlestown, S. C.; H. O. Hurlburt & Sons, 813 Chestnut street, Philadelphia.

* * *

To Buy Egg Crates.

Mercersburg, Pa., March 17, 1915.

To the Editor.

Dear Sir:—Will you kindly give me by letter, address of manufacturers of egg crates, the 30-dozen size, or address of any broker from whom I may be able to secure used crates. I inclose stamped envelope for reply.

Thanking you, I am,

Yours truly,
GEO. A. STOUFFER.

John Jamison, Water and Market streets, Philadelphia.

FROM OUR HARRISBURG (PA.) CORRESPONDENT

(Continued from page 7.)

pearing against the bill were Commissioner Foust and some of his attorneys, and representatives of some farmers' granges.

* * *

The uniform cold storage food bill, making the time limit on food in cold storage one year, with a possible extension of four months, has passed second reading in the Senate. R. O. M.

How Everybody Can Sell More Canned Goods

Boston Expert Says the Secret is Advertising. People Don't Eat Because They Distrust or Don't Know. Outlines a Campaign.

Conditions in the canned food trade to-day are these: An apparent oversupply, light demand, buyers indifferent, some sellers anxious and making sales at prices considerably below the cost of production. In view of these facts, can you wonder that buyers are reluctant to place orders for future delivery or take spot goods faster than they are required for present use?

Reports from different sections on the stock held by jobbers and retailers vary. Some indicate that stocks are unusually large; others that they are about normal. Cannot the cause of this condition be readily and easily found by ascertaining the present consumption per capita, using the tabulation of the 1914 pack?

Quite likely you have given much thought trying to find satisfactory reasons for the comparatively small consumption. A few have occurred to me. There are thousands of people in this country who have ample means to buy whatever they wish, but are not using canned foods because they do not feel it safe to do so. Thousands of others are not satisfied that canned foods are economical and many others never having used them do not give much thought to them anyway. Fear, prejudice, indifference and others equally undesirable are the progeny of ignorance. The publication of reports defamatory in character relating to canned foods seem always to be noticed, carefully read and remembered.

It is no longer the general custom of housewives to visit grocery stores and markets and make their selections and purchases. Seldom does the proprietor have the opportunity to meet his customers. The information relating to a new product and suggestions to try it come, more frequently, from a neighbor than from any other source.

A glance through the leading periodicals of the day reveals the advertisements of many manufacturers whose products long ago became household words, and it is not unusual for some of these manufacturers to make a house-to-house canvass also. No defamatory or ambiguous articles relating to their products ever appear in type. Is it not a fair inference they incur this expense because it pays to keep their products right before the people all the time? Do you question the acumen, judgment and business sagacity of the men at the head of these concerns?

Is it not perfectly apparent what means the canners of this country need to employ to remedy the conditions now existing and which have occurred periodically and all too frequently? How to go about it is a serious question. Permit me to submit these suggestions. At the start advertising in magazines, periodicals and newspapers will not, I fear, accomplish the results desired. Ignorance and indifference have existed too long to be dispelled so easily. You cannot ignite coal with matches; kindlings must be used. Is not a face to face personal conference indispensable when matters of importance are to be considered and concluded? It seems to me your story must be told to competent men, possibly women also, to willing ears and receptive minds.

Probably never before in the history of the country were there in existence so many federations, clubs and associations of women where the question of domestic science occupies a prominent place in the deliberations and discussions. In many of our high schools there is now a department devoted to the study of domestic science. What would be the result should the canners of this country, with the assistance of affiliated interests, establish at Washington or elsewhere a school for the purpose of preparing men and possibly women to go out and talk to these associations, schools, church sociables and every other place consistently available and tell the people face to face the story of canned foods?

Convince them by logical, consistent, truthful statements and arguments that canned foods are safe, that they are wholesome, that they are clean. Impress upon them the fact that canned foods are always ready and available 365 days. Tell them how many fresh peas in the pods it will be necessary for a housewife to buy to get the same quantity as in a can. Tell them how many ears of sweet corn it will take to produce the same quantity as in a can; how many pounds of fresh squash to obtain the same quantity as in a can; how many string beans to produce the same quantity, and so on through the entire line. Housewives can count halves of peaches and pears in the cans and form some idea of the comparative quantity and value, but how can you prove conclusively to any housewife that peas, corn, squash, beans, tomatoes and your other products are economical without supplying the information regarding the quantity of raw stock required to make the contents of the can?

Have prepared a booklet to be given at the close of each lecture to each one in attendance, containing a brief history of the canned food industry, a brief description of the methods and operations in preparing every product that is put into containers; the actual food value of every product, then the comparative value with meat, cereals and other leading food articles. Let the lecturers trace the raw product from the field to the store of the retailer.

I am fully persuaded that the comparatively small consumption of canned foods in this country is due to the fact that hundreds of thousands of people know practically nothing about canned products. Have canners ever taken the steps necessary to afford them the means of acquiring even an elementary knowledge of them?

"The hand that rocks the cradle rules the world." What about the ability and influence in other directions of these rulers to accumulate and disseminate information and news? What do you think might be the result if during the canning season of 1915 a set of films showing the operations incident to the canning industry, from the preparation of the land to the finished product? Then, in charge of a competent lecturer, let us have given moving picture shows, with the booklets already mentioned given out.

I am firmly of the opinion that arrangements might be made whereby the inhabitants of the city in which the conventions of the National Canners' Association are held and the territory adjacent thereto would be given an opportunity to visit an exhibition of canned foods made by canners and local jobbers. In our city there are people who make a business of arranging exhibitions of this sort, and it seems to me one might be given to good advantage in connection with the convention. Might it not be a good policy to allow the public to visit the machinery exhibit, under the direction of guides, who could briefly but intelligently explain the different machines. This to create more interest.

Comparatively few of the 100,000,000 of people in this country know much if anything about the canning business; is it not desirable that canners give them opportunities to become acquainted? It is the ultimate consumer on whom they must depend. Canners are able to impart their enthusiasm to brokers, jobbers and their salesmen and the retailers, but if, for any reason, the consumers fail to respond, the wave of enthusiasm breaks against the cliff of indifference and its impulse is destroyed.

As opposed to the conditions now existing, consider an active market, demand rather in excess of the supply, stability in prices, no carry over, decrease in cost of production owing to increase in quantity. With a steady and constant increase in the population, is not this change possible? It is apparent that the success of any measures employed will depend largely upon concerted action by the canners and allied interests and that all thought of direct or personal benefit must be eliminated. The strength of a chain is that of its weakest link and the speed of a fleet is that of the slowest ship. If the consumption of canned foods can be increased every one directly or indirectly connected with the industry will benefit.

Any canner who will allow to be put into cans any product intended for food for human beings which, so far as purity, wholesomeness and cleanliness is concerned, he would not set before his own children on his own table, is in need of education. Any man engaged in the distribution of canned foods whose sole aim is the money he can make out of them, and who is unwilling to contribute at least some portion of his time, ability and effort toward the increase and extension of the industry, should be awakened to his opportunities and responsibilities.

HARVEY M. HOLT.

Boston, Mass., March 17, 1915.

Raising Freights on Sauer Kraut and Canned Goods.

Tariffs have been filed by the Western railroads with the Interstate Commerce Commission advancing the rail rates on canned foods, sauer kraut, and possibly other food products, 20 per cent. The matter has elicited united protest by the canners and kraut manufacturers and the Western Canners' Association has issued the following letter:—

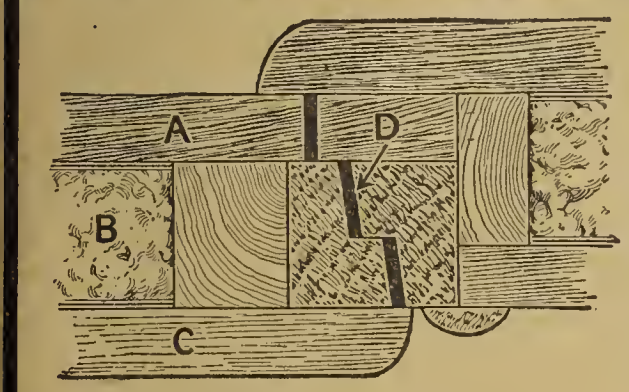
> You are doubtless aware of the fact that 41 railroads in the Central West have asked the Interstate Commerce Commission to allow them an advance on canned foods of 20 per cent. The commission is now giving a hearing to the railroads on this subject. That this advance is unjust and uncalled for to the packers of the Middle West, who have already been handicapped to a very great extent on rates in trans-continental shipments, need not be dwelt upon by me.

The change in rates recommends that kraut packed in metal cans or boxes be changed from the fourth to the third class. Bulk, in kits, from the fourth to the second class. Bulk, in barrels from the fourth to the third class, making an advance of 20 per cent. on less than carload shipments throughout the official classification territory. They are classing kraut with pickles, olives and so forth.

Advise Your Customers
That by using
MAPLEINE
as a change of flavor, deserts and dainties will taste different and better.
ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.
CRESCENT MFG. CO.
SEATTLE, WASH.

WANTED USED NATIONAL CASH REGISTER
Must be modern, a check thrower, in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

Read The Advertising World
for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.
SUBSCRIPTION PRICE, $1.00 A YEAR
STAMP FOR SAMPLE
THE ADVERTISING WORLD, Columbus, Ohio



Look at This Refrigerator Construction and see how it affects you as a Grocer

¶ Don't forget that the character of your refrigerator directly affects your business and your profits. This is the sectional picture of the construction of the **Howe Sanitary Refrigerator.** "A" is solid heavy oak walls; "B" is granite rock wool lining; "C" is selected Washington spruce lining; "D" is the dead air space between the patented interlocking door and the wall, which is the only really sanitary construction. The construction of remarkable efficiency—eliminates all odor and especially all dampness. A box of matches kept in a **Howe Refrigerator** for thirty days will strike instantly.

¶ Price $50 to $150. Send for catalogue of Howe Refrigerators—as good as Howe Scales.

HOWE SCALE CO., 508 Market Street, Philadelphia, Pa.

We also sell a full line of Grocers' Fixtures.

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who overruns his account, the trausient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

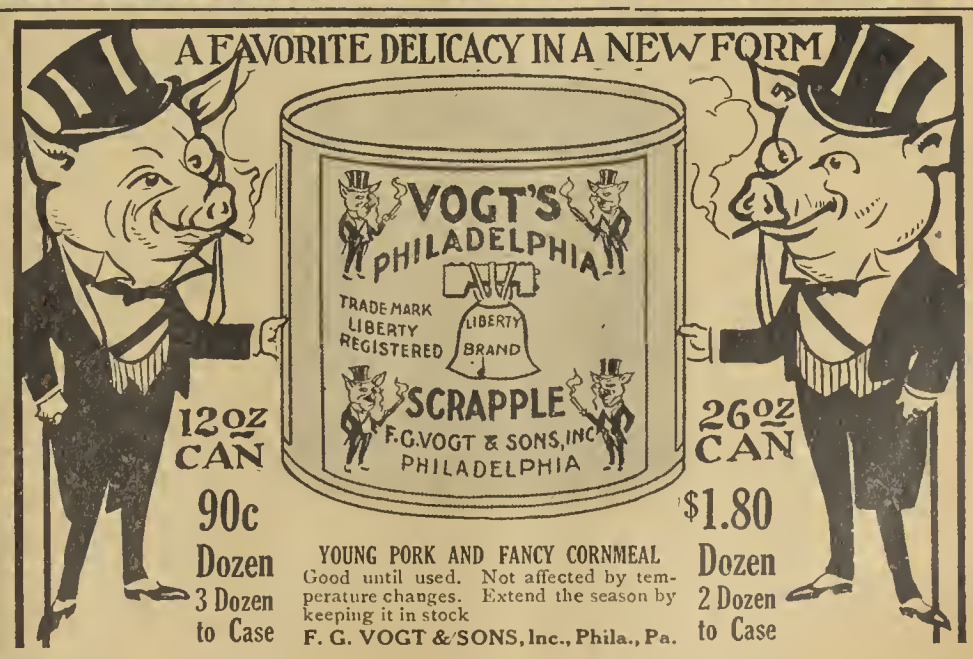
WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, Coshocton, Ohio

A FAVORITE DELICACY IN A NEW FORM



12 OZ CAN
90c Dozen
3 Dozen to Case

26 OZ CAN
$1.80 Dozen
2 Dozen to Case

YOUNG PORK AND FANCY CORNMEAL
Good until used. Not affected by temperature changes. Extend the season by keeping it in stock
F. G. VOGT & SONS, Inc., Phila., Pa.

The New York Letter

Saccharin Case Still Undecided. Local Jobbers Strike at California Raisin Trust. Canners Working for Amendment of Labor Laws as to Women and Children. National Salmon Day Did Not Affect the Demand. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, March 19, 1915.

As yet there has not been any conclusion in the saccharin case. Readers hereof will remember that this was a prosecution brought by the New York Health authorities against Excelsior Soda Water Co. on the charge of having used saccharin instead of sugar. There has not in many days been such an array of well-known medical and scientific men as the array of those who have testified in this case.

Prof. R. W. Wilcox testified that saccharin would not only sweeten food, but would make it more palatable, and that it was in use in the food given to the United States Army for that reason. Prof. Wilcox thought that sugar was by no means wholesome. He said that there was not enough saccharin in an entire bottle of soda water to affect the health of the user in any way whatever.

Much is being made of the contention that soda water is not food, but a drink.

* * *

During the week the appeal of the members of the so-called "Poultry Trust" has been argued before the Court of Appeals at Albany. This case was heard in 1912, but has since been on its way through the Appeal Courts. There were thirteen defendants and each one was sentenced to three months in the penitentiary and to pay a fine of $500.

The State brought suit on the charge of conspiracy and restraint of trade. The defendants originally were:—

> Erving W. Dwyer, Arthur G. Dwyer, Charles Westerberg, William W. Smith, Charles R. Jewell, James N. Norris, William H. Norris, Charles T. Hawk, Charles Thatcher, Clenen Bishop, Samuel Werner, Solomon Frankel and Charles Werner. Solomon Frankel recently died, thus reducing the number of appellants to 12.

* * *

National Salmon Day has not helped the demand for salmon in this market, according to the statements of the principal handlers of it. There was a special luncheon given by some of the trade on Salmon Day, but it did not amount to anything as an exploitation of salmon.

* * *

The local jobbers have never been very friendly to the California Associated Raisin Co., which now controls the California raisin industry, and apparently the ill feeling is increasing.

A well-known jobbing house has, during the week, issued the following letter to the trade apropos of the latest move of the association in withdrawing graded bulk goods and buyers' brands from its operations:

> The Associated Raisin Co., of California, who claim control of 85 per cent. of the raisin acreage, are slowly but surely tightening their grip on the situation. Their latest move is the announcement that in future they will not offer fancy and choice seeded (our grades) as formerly, but one single grade that will be a mixture of both choice and fancy.
>
> The original idea of this company was to abolish jobbers' private brands, but, failing in this, they have sought to embarrass the jobbers by offering their "Sun Maid" brand of seeded, which is a mixture, as above, of "orchard run" stock. The cost of such stock will average about ¼ cent above the ordinary choice and ¼ cent per pound below fancy. The plan of the Associated Company contemplates extensive advertising and sales direct to the consumer to some extent. They have already virtually eliminated the various California packers of seeded raisins as factors, and by opening their own offices in the larger cities have no further use for the brokers that formerly handled this business for the packers.
>
> Now, their game is to eliminate us, at least so far as our private brands are concerned. Luckily, there are still 15 per cent., perhaps 25 per cent., of the raisin growers who are not controlled by the association, who dispose of their crops to three large independent packers, so that we are still able to offer seded raisins packed under our own brands and up to the usual standard in quality.
>
> We believe that the consumers are discriminating enough to demand and appreciate the vast difference in the quality between orchard run and strictly fancy stock, and that they will continue to buy our brand, which is backed by our prestige and is at once a guarantee of quality to the consumer. We may find it necessary to pack a third grade in competition with this "Sun Maid" raisin, but we shall certainly never lower the quality of our brand to meet it.
>
> We believe this associated raisin proposition will finally fall of its own weight. Already the value of orchard lands in the raisin section has almost doubled in value, indicating that the culture of raisins is attracting new growers, and as the original purpose of this company was to take care of a perennial or yearly surplus of raisins, it is easily seen where a scheme that places a premium on raisin culture is bound to end.
>
> We have explained this matter at some length, so that our men will be fully informed on the situation and so that we may crystallize their attitude toward this new package that will be offered in competition. It behooves us to get busy on future seeded raisins.

* * *

There is a strong expectation here that the near future will witness an amalgamation between the United Cigar Stores Co. and the Riker & Hegeman Drug Co. The latter is a chain of retail drug stores throughout the country and the former a chain of retail cigar stores.

* * *

The packers of canned goods in New York State are working hard to obtain an amendment to the present laws restricting the employment of women and children. These laws allow women and children to be employed in canning factories only under severe restrictions, and the canners contend that they are unable to compete with the canners of other States where the laws are less severe.

They have introduced an amendment to the present act and will present testimony before the committee of the Legislature in support of it. The amendment would allow

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

The Girl Grocery Clerk.—It is to you particularly that "Straight Talks" will be directed this week. In a hundred and one avenues of activity you have "come into your own," as the new thoughters say, and one of these fitting avenues is the grocery store.

If you are 22 this coming November you were born when we used to hear them say, "Let's go up to W——'s store and see a girl clerk." It was a new and strange sight then and it took some courage those days for a girl to swing a scoop, and it was scoop swinging in earnest, before the "package" era was established.

* * *

You are now with us to stay, and we're glad of it.

A girl who makes up her mind to work in a grocery store and do her part faithfully may nearly always be put down as a pretty wise daughter. It takes a girl of solid sense to ignore greasy hands and salt mackerel fingers at times. Its a safe wager that she isn't strong on face powder, nor has she the abominable hair adjusting habit. What posing she does is done on the first rung of the running ladder, and then just long enough to grab a can of baking powder.

* * *

Just because you are of the other sex, however, is no reason why you should indulge in levity yourself or encourage it in others.

Some fellows seem to think that the presence of a girl employee back of a counter is sufficient to start something funny. Such fellows have to be sternly dealt with and immediately taught "city manners."

You have chosen a very interesting calling. You have decided to learn the food business. No matter how long you may remain in that store you will, if you wish, be taught something new every day. There is no end to food knowledge. You can make yourself an authority with your customers. You can command what is above all other qualifications—*confidence*. You can become so efficient in your judgment, so expert in quality decision and so loyal in service that your value to your employer will be of the highest order.

A rare oportunity is offered you to tell about the taste and appearance of sealed goods. How they should be prepared and the economy represented in the purchase of these goods at certain times of the year.

Being a woman you can talk dainty dishes in dainty dish language—something we men can't do.

Why, your natural sphere is the food sphere. Your appearance in the store is wholesome. Your presence there subdues roughness, curtails vulgarity of speech, commands mutual politeness.

So take your work seriously. Excel in it.

* * *

P. S.—The above suggested itself to me since reading a letter from a young lady clerk in the West, sent through the "Grocery World and General Merchant." Part of it read:—

"I read with great interest your 'Straight Talks to Clerks,' and must sincerely say that I have greatly profited by them."

employment of women and ldren during long hours while rush season is on.

Summarized Market Conditions.

The tea market is active for low des and quiet for others. Prices everything steady to firm. Low des very high. Coffee somewhat ier on higher market in Brazil. grades of Rio and Santos show ht advance for the week. Milds dy. Java and Mocha unnged.—Sugar unchanged on last k's basis. Raws quoted at 4.77 granulated at 5.90.—Dried its all unchanged and in light demand. Future prunes now offered at 4 cents f. o. b.—Canned tomatoes easier and some offerings made at 62½ cents in a large way f. o. b. Market for standards is nominally 65 cents. Other canned goods unchanged and quiet.—Wheat has recovered considerable of the ground it recently lost and closing quotation was between $1.55 and $1.60 per bushel. Export sales continue heavy.—The firm tendency comes from the belief in certain quarters that Russian wheat will not be released within the near future.—Flour very quiet and holders are very firm in their ideas. Prices steadily maintained on a high basis.

The Grocery Markets

Tea.

The tea market shows no particr change for the week, but a conued good demand, especially for lower grades. The medium and ter grades, however, are in fair, ady demand, although without y boom or fluctuation in price. ere has been an advance in Engh Breakfast teas so far of about 5 nts a pound and in Ceylons of out 10 cents. These teas are very arce and are eagerly snapped up enever they can be obtained at ything like a reasonable price. e general demand for tea is fair d will probably continue to be roughout the balance of the sean.

Coffee.

The coffee market is doing a ade better. For several weeks, as s been reported, it has been quite ft and unsatisfactory. During the eek all grades of Rio and Santos n be quoted as about ¼ cent gher, with the better grades at a emium even over this. Firmer ws from Brazil seems to be the ly cause, as trade here is from and-to-mouth only. Milds are eady without change for the week. emand fair. Mocha still remains ry high and very few people are ying it. Java unchanged and iet.

Sugar.

Raw sugar has been somewhat ncertain during the week and ached 4.89 cents. This was due the expectation that there would be a demand from Great Britain within a few weeks. Later in the week raws declined a shade and are now none too strong. Refined still rules on a basis of 5.90 for granulated, although nobody has paid over 5.75, and probably will not as the trade generally seem to have sugar enough to last for about six weeks. No change, therefore, is expected in prices for about that time. The consumptive demand is fair.

Syrup and Molasses.

Owing to the firmness and advancing market in corn, glucose has advanced ten points during the week and compound syrup has not as yet advanced with it, although the market is firm. The demand is quiet. Sugar syrup and molasses are both unchanged and quiet, although for molasses there is the usual seasonable demand.

Fish.

Mackerel is wanted only in a very small way in spite of the Lenten season, and prices are about unchanged. Norways are a shade easier. Cod, hake and haddock are quiet and unchanged. Domestic sardines are about where they have been for several weeks. Demand light. Imported sardines show no particular change and in light demand. Salmon of all grades is unchanged at ruling quotations.

Canned Goods.

Tomatoes are a shade easier and some quotations have been heard during the week at about 2½ cents

THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

SAVE TIME RISK MONEY

Invest $25 to $75 in a Schick All-Steel Baling Press—the capital will be returned to you inside of a year, with liberal interest besides. The paper, straw, rags, shavings, excelsior, etc., you now burn up, or pay someone to haul away, can be baled and *sold at a good* price—if you use the

ALL STEEL Schick FIREPROOF

BALING PRESS

Absolutely fire-proof—takes up little room—provides safe storage for waste and eliminates fire risk—lowers insurance rate—pays for itself and earns money for you. Right size for every shop, store or factory—sold on

TEN DAYS' FREE TRIAL

Write to-day for catalog No. 64, FREE TRIAL OFFER and information about selling waste at a profit.

Used in Uncle Sam's Post-Offices

THE DAVENPORT MFG. CO.
DAVENPORT, IOWA.

Buy Coffee in Steel Drums Without Extra Cost

¶ Our Coffees are now packed in these handsome steel drums, holding 50 lbs. Very much cleaner, safer to ship, being tight, preserves strength and aroma, sightlier in the store, and good to use in a dozen ways after they are empty. Cost us much more than bags, but we make no extra charge.

The William B. Harris Co.
CUP QUALITY EXPERTS
Teas :: Coffees :: Spices
65 Front St. - NEW YORK

below former quotations. Lack of demand seems to be the main reason, as the market is very steady. Corn, both spot and future, is inclined to be firm and active. Prices are unchanged for the week. Peas are in a bad way. There are too many, and prices are in buyer's favor, ruling on a very low basis. Apples are cheap and very dull. California canned goods show no business from first hands except here and there a small order. Small Eastern staple canned goods are unchanged and in about the usual situation, except spinach, which shows an advance of 12½ cents within a very few days. The market in a large way f. o. b. was 72½ cents only a short time ago, but is now 85 cents. The main reason appears to be that the market has been ruling for some time on a much too low basis.

Beans and Peas.

The bean market is shading off and the ruling quotation for domestic pea beans in a large way is now $3.15. Marrows have declined about fifteen points and are now quoted at $4 in a large way. California limas are also a fraction easier. The cause of all these declines is lack of demand. Green and Scotch peas unchanged and quiet.

Dried Fruits.

Prunes on spot are neglected. Prices are about where they have been for some time, buyers taking only for actual wants. Future prunes are a shade lower than they were some time ago, but with very few takers. Everybody is afraid of the market. Prospects are for a large pack and for the practical collapse of the demand from Europe. This would probably result in a fearful slump on this side. Peaches and apricots are quiet and unchanged. Raisins wanted in a small way without change in price. Currants and other dried fruits unchanged at ruling quotations.

Butter.

The receipts of butter are about normal for the season and the consumptive demand is fair. At the recent decline there has been an increased demand, and the market is solid and healthy. No immediate change appears in sight. Storage butter is dull and sales at irregular prices. Nearby butter is scarce and meets with ready sale at full values.

Eggs.

The receipts of eggs are about normal and the quality is fancy. The weather has been very favorable for shipping eggs and the market is healthy throughout on present quotations. The consumptive demand is improving considerably, and from now on there will be an active business, both for consumption and for storage.

Provisions.

All cuts of smoked meats, picnic, regular and skinback hams, as well as bellies and bacon, are barely steady, though nominally unchanged. The consumptive demand is light. No improvement in the consumptive demand is expected in the near future, but there will be better trading as the season advances, which will probably not be for two weeks. Barreled pork, dried beef and canned meats are all unchanged and in moderate demand.

Cheese.

The cheese market is steady with a moderate consumptive demand and unchanged prices. The export buying of cheese on this side would be much larger if the exporters could get transportation facilities. They are being very much interfered with by conditions on the sea, and the demand is therefore much less than it would otherwise be.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

General business in canned goods does not show much improvement this week except in sentiment. One or two articles show strength and higher prices, spinach, for instance, based on increasing buying and light holdings. The time of the year is here when activity in the canned goods market usually develops, in anticipation of the spring demand, and there is good reason to expect substantial volume soon. There is no reason why this country should not do the usual amount of domestic business in all food products made necessary in supplying our own great population with ordinary wants. Buying in volume, however, is indispensable to a widespread trade awakening. This buying is expected to commence in an important way shortly.

The tomato market was again fairly active, and the canners show no disposition to force sales. The demand was again larger for No. 2 tomatoes than it was for the No. 3 size, and they were scattered from New England to Oklahoma. It has always been said that an increase in the buying of the No. 2 size is a forerunner of a large demand for No. 3s. There is, also, an increase in the buying of No. 1 tins tomatoes which are nearly sold out. The street is still talking about coming orders for tomatoes for export, but the actual orders are, as yet, in embryo. It is a case of the wish being father to the thought. This country will take care of the stock of tomatoes produced here.

Spinach was the active, strong feature this week in the market here, and it scored a substantial advance in pric with prospects of going higher. The were no developments of interest in th other lines of vegetables, though co and string beans are rather firm. F the other items the orders were sma with no changes in the prices.

Nothing out of the ordinary, nor special interest, developed in canne fruits this week. They are firm as prices, but the orders continue to small. February and March are abo the dullest months in the year for sma fruits, and April and May are amon the best months for them in this marke

There was less activity in cove oy ters this week. They are worth atte tion at the present low prices.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Evaporated Apples, Etc.

The evaporated apple market con tinues to advance here, with an unus ually good demand from exporter Prime quality has sold at 7¾ cents i carload lots, with holders asking a pre mium of ¼ cent per pound for sma lots.

Choice and fancy grades are no meeting with as good demand, but hold ers are asking 8 to 8¼ cents.

There are some offerings in the mar ket of 1915 crop for October-Novembe shipment at 8 cents per pound for prime

C. C. HALL.
Rochester, N. Y.

Coffee Delivered in Steel Drums.

It was to be expected that Wm. B Harris Co., 65 Front street, New York City, would be the first coffee house to make use of steel drums to ship coffee in 50-pound lots.

Mr. Harris, besides being the U. S Government coffee expert, is always striving to improve conditions in the trade, and quickly saw how he could not only ship coffee safer and cleaner but also give the retailer a container useful for many purposes. Have you ordered one of these drums?—Advt.

PATENTS
and Trade-marks procured promptly
—and properly in all countries—
Davis & Davis, Washington, D. C.

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

"When the Sap is Rising"

Indicating the approach of Spring, the awakening of nature from its long Winter nap, its time to brush up our stocks and get in line for such goods that are now seasonable. Can we interest you in our offerings?

KIRK, FOSTER & Co. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

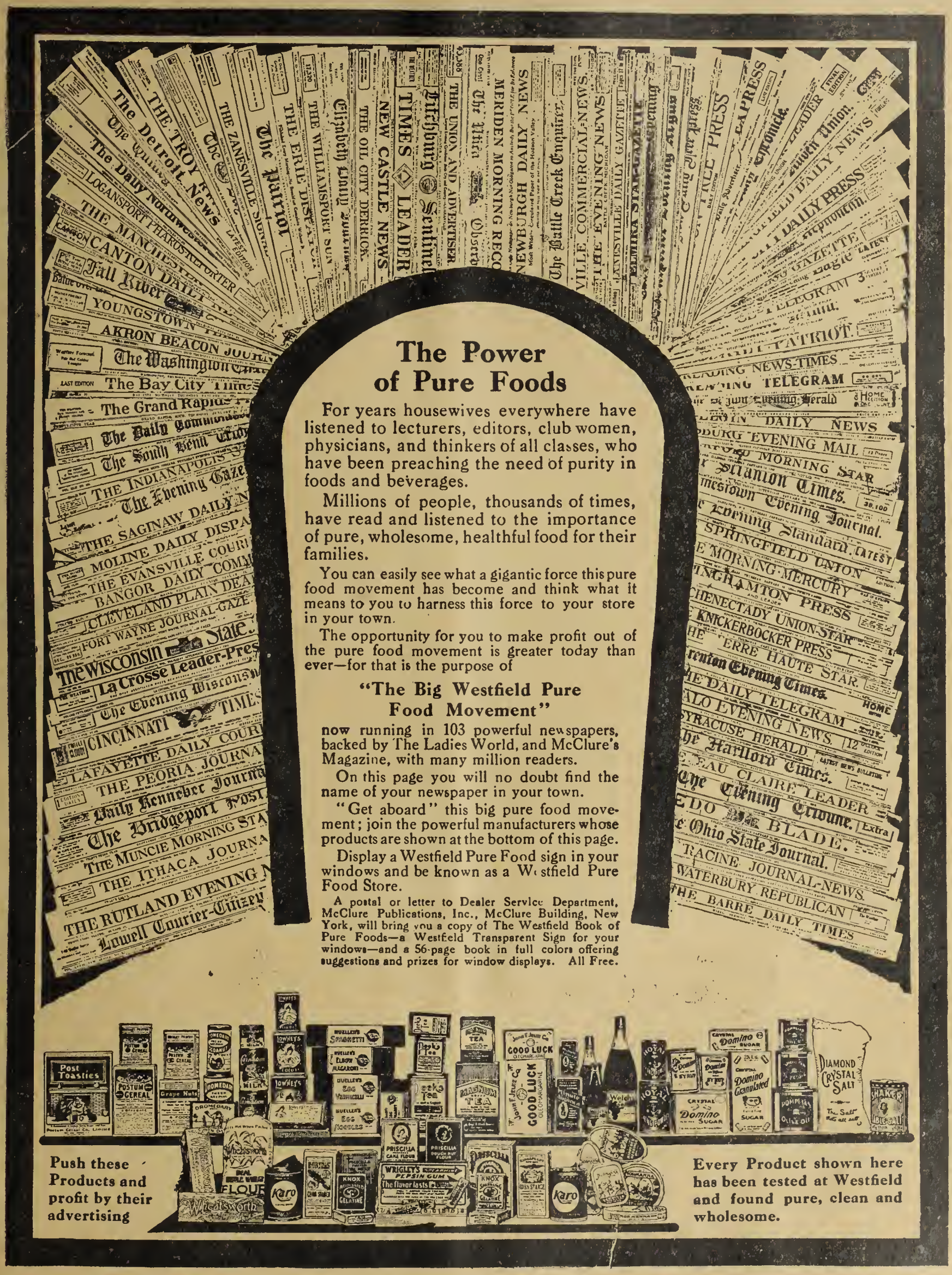
SYRUPS—How is your stock of Syrup? The market is advancing again. You will do well to place your order with us **now.** Remember, our Syrups are well known and always give satisfaction; quality runs regular. **Challenge Table Syrup, Royal Table, Starlight, Very Best Cloudy, Ex. Amber, Gilt Edge, King B, White Clover, Cruiser, Ex. Maple,** etc. A fine line of New Orleans Molasses, all early Molasses, good flavors and desirable goods—Church Plantation, Ingleside, Belmont, Cruiser, Westfield Plantation—buy now.

PICKLES—A special lot of new crisp Pickles, 45 gallons, 1200s, sour. A very desirable lot of goods, just in time for the Spring demand, the price is low, per barrel, $8.50.

OREGON PRUNES—Just a little different flavor than California prunes, tart and palatable, large, black, soft and meaty, count 30-40, in boxes of 25 lbs., at 11c. per lb.

EASTER EGG DYES—Here is a ready seller and pays a good profit, Easter Egg Dyes. Easter, April 4th. These dyes are packed in envelopes forty to the box, costs you $1.00, retails at 5c. package or $2.00, pays 100% profit. Each envelope contains eight tablet colors, making 100 shades. Send for a box at once.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA



The Power of Pure Foods

For years housewives everywhere have listened to lecturers, editors, club women, physicians, and thinkers of all classes, who have been preaching the need of purity in foods and beverages.

Millions of people, thousands of times, have read and listened to the importance of pure, wholesome, healthful food for their families.

You can easily see what a gigantic force this pure food movement has become and think what it means to you to harness this force to your store in your town.

The opportunity for you to make profit out of the pure food movement is greater today than ever—for that is the purpose of

"The Big Westfield Pure Food Movement"

now running in 103 powerful newspapers, backed by The Ladies World, and McClure's Magazine, with many million readers.

On this page you will no doubt find the name of your newspaper in your town.

"Get aboard" this big pure food movement; join the powerful manufacturers whose products are shown at the bottom of this page.

Display a Westfield Pure Food sign in your windows and be known as a Westfield Pure Food Store.

A postal or letter to Dealer Service Department, McClure Publications, Inc., McClure Building, New York, will bring you a copy of The Westfield Book of Pure Foods—a Westfield Transparent Sign for your windows—and a 56-page book in full colors offering suggestions and prizes for window displays. All Free.

Push these Products and profit by their advertising

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

Two Months' Free Ad. for Campbell's Soups.

This is going to be some straight talk about window displays. It's all here and it's all true.

One day some time in January—early, I think it was—I was riding in the train through a little place up in Dauphin County, Pa., where I used to call, but I ain't been there now for a good many years. I was in my private car, as usual, but because I'm kind I had let some more people ride in there with me.

Right along the track in this little town is a little grocery store with two front windows. Good windows, they were, too—as a matter of fact they're the biggest part of the store.

On the day I rode by there in January one of those windows was filled up chock a block with a Campbell's soup display. There was all the signs that Campbell makes, and a pile of big pasteboard cartons, and a lot of the other stuff that usually goes with a display like that.

That was all right, understand, I ain't making any kick against that.

Last Friday I rode by there again. That was two months after the first time, remember, and I'll be ding-danged if there wasn't the same Campbell's soup stuff in there yet. Two solid months—and it may have been in two months before I saw it for all I know.

That's what I'm kicking against. If I had a store, I'd shut my windows up tight before I'd give 'em up for two months to any one display whether it was mine or some manufacturer's.

Don't get me wrong here. I ain't knocking the Campbell soup people. If you had to give your windows away for two months to any manufacturer, I'd just as soon pick Campbell's soup as anybody, but what I say is that a man's a chump to give his windows away for two months to *anybody*. Even to himself, with one display. By George, what an old blind mole a fellow is to throw away a good thing like that!

D'ye know why a storekeeper does that? He does it to save himself the trouble of fixing the window up. There couldn't be any other reason.

Just the same as if my boss told his bunch of salesmen to stay home this trip because it was too much trouble to print up their order blanks! He would be some business man, wouldn't he? But he wouldn't be a bit worse than this storekeeper with his two months' Campbell soup window.

What's a window display for, anyway? It's to sell goods, ain't it? It ain't to make the store look good except to make people want to buy there. If it's any good at all, it ought to bring people plumb in from the sidewalk to buy some of the very stuff that's in the window. I often go in a store on account of something that's in the window, especially if there's anything going to be given away. And if it's a window display of my stuff, I always go in to congratulate the boss and tell him what a grand good business man I think he is.

I ain't ever had anybody give my stuff two months free display though. If he did, I'd thank him for nothing, because a window like that ain't apt to be much good.

And that's just what I started out to say. A window display's to sell goods. How many d'ye think it's going to sell after it's been in two months? How many d'ye think it's going to sell after it's been in *one* month? If you ask me I say it ain't going to sell any. It's simply going to get dusty, and fly-specked, and old, and no good.

Why I'd sooner put the store cat in there and let it have a set of kittens. That would attract some attention, anyway, and you could tie up the store to it by putting a sign in the window: "This is Tabby, who has been a steady eater of our celebrated Cat Food for two months. Price 25 cents a package. Go thou and do likewise."

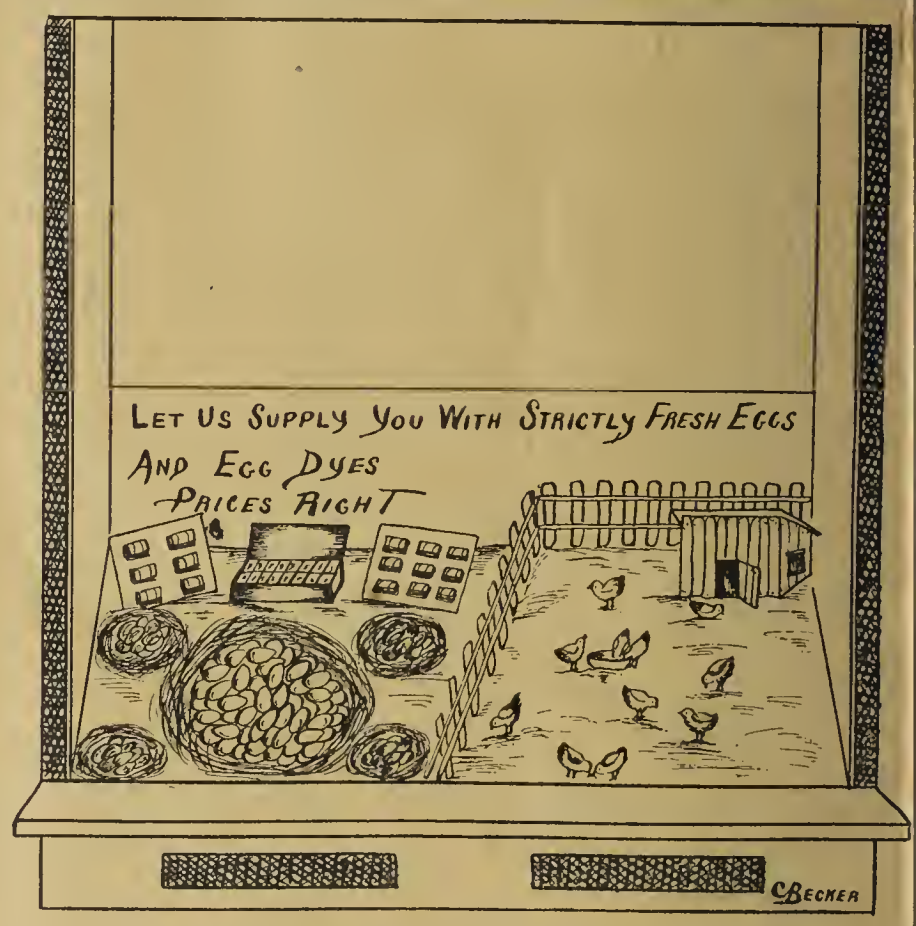
Gee whiz, if I had a store seems to me I'd sit up nights ing up schemes to make my dows bring 'em in from the str I don't believe I'd give one ma facturer my window for months, even if he paid me fo I'd be darned sure I could m more out of it than he'd me.

THE STROLLE

Lots of Kansas Scales Are Wrong Dealers are the Ones Cheated

The State of Kansas has found unusual condition among the merch of all classes. If the merchant c and sells goods over a pair of sc and the scales are wrong, the cha are three to one that the merchan

Weekly Window Display Suggestions



An Easter Window Display.

This display is given a little early because it takes some little time to a range it. It will surely repay you for its trouble because of its extreme ap propriateness. Run some white muslin or paper across the entire rear o the window, with wording on it like illustration. Then cover one side of th bottom of the window with green crepe paper. Towards the back display sev eral kinds of egg dyes. Now in front of this make a large nest of stra or excelsior and fill it with fresh eggs. In each of the four corners mak four smaller nests filled with colored eggs. The other side of the windo should first be covered with newspapers, then hayseed, about an inch thick on top of that. The fence should be made according to the size of chick used. It will be best to have a dozen of them no more than three days old Make the fence of laths placed closely enough together to prevent a chicke from squeezing through. Make the little house from a cocoa box, about nin inches high in the front, with a slanting roof, about six inches high in th back. Cut a little window on each side and a door in front, kept in plac by a couple of leather straps for hinges. Paint the roof red and the rest o the house white, but be sure that the paint is thoroughly dry; it takes tw or three days for this.

eating himself, rather than his customer. This is shown by the reports of the inspectors for the State Board of Health for the last year. A little more than 75 per cent. of all the scales and the weights confiscated or condemned by the food and drug inspectors were found not to be cheating the customer, but actually cheating the merchant, who paid his good money to get accurate measuring devices. Not a single merchant was prosecuted for cheating his customers on either weights or measures in the year. There was not an arrest of a merchant, butcher, grocer or druggist in the year. When Kansas decided to have full weights for everything, the honest merchants went to work and adjusted their scales deliberately to give a little more than actual weight. They didn't want to be arrested as crooks. The few hundred merchants who were cheating thought the inspectors wouldn't discover their schemes. Some merchants fastened in their scales a piece of money to give short weight, or else they changed the fulcrum. The hanging scale usually is the only one giving short weights. The constant downward pull of the scale pan and then the jar of the article thrown on it soon makes the scale inaccurate by stretching the spring. The fulcrum scales do it, too, but these are more likely to give the customer the best of it, rather than cheat him.

The Proper Care of Perishable Food Products by the Retailer

The National Wholesale Grocers' Association of the United States has prepared and is issuing to the retail trade some extremely useful matter under the above heading, the point being to supply some practical directions by which spoilage in the retail store may be reduced as much as possible. From time to time the "Modern Merchant and Grocery World" will publish brief extracts from this matter.

No. 9.—Pickles in Bulk.

Examine barrels and kegs on arrival and see that the same are in good condition and free from leaks. All packages are carefully inspected before shipment, but occasionally one springs a leak through rough handling in transit. A leak may be easily detected by shaking the smaller packages and rolling the larger ones. If the latter do not roll easily and smoothly, it is an indication that some of the liquor has leaked out, and the package needs refilling. This must be attended to at once, as it is absolutely necessary that pickles should be kept at all times well under the liquor in which they are packed. Otherwise they will become soft and shriveled, and spoil quickly, the contamination soon extending through the entire package.

Most leaks may be stopped by tightening the hoops. If a stave of the barrel is sprung, a strip of cloth or packing should be driven into the crack. Nail holes may be closed by a small wooden plug.

If there is a small shortage of liquor with sour pickles, replenish by using white distilled vinegar of ordinary table strength. When there is a considerable shortage use diluted distilled vinegar, in the proportion of one gallon of water to each four gallons of vinegar, mixing same thoroughly before pouring over the pickles.

When there is a small shortage of liquor with sweet pickles, draw off a part or all of the remaining liquor. Mix same thoroughly with distilled vinegar and refill the package. When there is a considerable shortage dilute the vinegar with one-fourth part water, using about three or four pounds of granulated sugar for each gallon of liquor to be added. After same is thoroughly dissolved, pour over the pickles. It is sometimes advisable to use for this purpose the surplus liquor from other packages of the same kind of pickles, providing same is sweet and clean. Vinegar that has been long exposed to the air gradually loses its strength and caution should be used in this respect.

If there is a deficiency of liquor upon dill pickles use a salt brine in the proportion of eight ounces of salt to one gallon of water. If all or nearly all of the original liquor must be replaced, about ten per cent. of distilled vinegar may be added to the brine.

Pickles on open packages should be covered or tightly screened. There is a small vinegar fly, a habitant of most grocery stores, which, if allowed access to the contents of the package, will deposit its eggs, with the result that he pickles will become wormy in a few days.

When pickles stand for a time the strength of the vinegar tends to settle to the bottom of the package. This leaves the weaker liquor on the top, causing the pickles to spoil easily. To avoid this full packages should be rolled frequently and the pickles in open packages stirred.

Avoid the use of metal measures, pans or dippers in handling pickles. A wooden dipper is best. Where jars, bowls or pails are used for the display of pickles, same should be emptied into the original container every night, cleaned and refilled in the morning. See that the barrel or keg is kept covered and free from foreign matter. Store in a cool place.

Using the Sense of Display

IN a little store at Gardner, Mass., a grocer has demonstrated the value of displaying National Biscuit Company products. His whole space is eight feet wide by ten feet deep and seven feet high.

Not very long ago he put in his first stock of National Biscuit Company goods. It cost him $15. He placed this stock so that his customers couldn't fail to see the famous In-er-seal Trade Mark packages and the next month he purchased a $50 stock. He pushes his cracker department. His sales are steadily increasing.

This is an instance of what one live grocer can do even in cramped quarters by using good display to call the notice of his customers to nationally advertised goods.

NATIONAL BISCUIT COMPANY

AT WHOLESALE GROCERS EVERYWHERE

TRADE MARK
Registered U. S. Patent Office

"Pfeiffer & Diller's"

KOSYR

The Best Coffee Addition in the World

Several large shipments have arrived recently from Europe which will enable us to keep the trade well supplied.

1 dozen 4-ounce tins to the carton
50-4-ounce tins to the box

CHAS. STRICKLER & SONS, Philadelphia, Pa. Sole Agents for U. S. A. and Canada

CCCIII.—Some Combinations That Would Be Legal Under the Anti-Trust Law.

I have been asked to discuss another phase of the present anti-trust laws, and as it affects practically all classes of the trade, manufacturers, wholesalers and retailers, I have agreed to do it. The point arises out of a controversy which has taken form between the United States Government and an Eastern manufacturers' association, which had made some very acidulous reflections upon the present administration and the present tariff act. In order to see whether the tariff had crippled the business of the members of this association as much as they said it had, the Government sent an investigator to their factories and he reported, which report was published, that a good part of their difficulty came from mismanagement. One phase of mismanagement, according to the Government, was the practice among the members of this association of allowing cancellation of orders, this causing considerable business demoralization.

The manufacturers retorted that they were compelled to allow the cancellation of orders, because no one concern could stop it alone, and any combination among them all to stop it would be a violation of the anti-trust laws.

The point I am asked to discuss is whether this is true. I say without hesitation that it is not true. On the contrary, such a combination, if my judgment is worth anything, would be both legal and proper.

In seeking to demonstrate this, I will define a very good test by which anybody can determine for himself whether a given act or combination is in violation of the anti-trust laws. In this day such a test has great value, considering the extent to which the anti-monopoly laws are controlling the lives of all of us who are in business.

That test is this: If a number of competitors combine to prevent consumers from getting *what they have a right to have,* it is a restraint of trade and any anti-trust act which applies, whether State or Federal, is violated.

For instance, consumers have a right to the natural results of competition among retailers, retailers have a right to the natural results of competition among jobbers, and jobbers have a right to the natural results of competition among manufacturers. Here, let us say, are six retailers in the same town, all selling a given article. One of them, by reason of larger output, or a lower cost of business, or a different method of doing business, such as selling for cash instead of for credit, or by reason of willingness to take a smaller profit, or for any of a large variety of other reasons, can sell the given article cheaper than the other five. Moreover, he is willing to sell it cheaper than the other five. The public has a right to that advantage, and any combination under which this sixth retailer was prevented from doing this beneficial thing that he was willing to do, would be an injury to the public, an unwarranted interference with competition, and a violation of the anti-trust acts.

So I take it would a combination be that restricted the number of retail stores in a town to say ten. The more stores in a town, the more convenient is shopping and theoretically the better the service, and perhaps the lower the prices, by reason of the extraordinary competition. Therefore suppose a retailer who was already doing business in the town was willing to open a second store in another section thereof. Certainly that would be a benefit to consumers, and consumers would have a clear right to it if the retailer in question thought that establishing a second store was a good competitive move and was willing to do it.

The combination that prevented that would therefore be an unwarranted interference with competition, it would tend to give those ten stores a monopoly of the local trade, and for these reasons it would be a violation of the anti-trust acts.

These two imaginary cases are identical in principle with every case that has ever been decided under any anti-trust law. The fundamental doctrine is this: that the merchant or manufacturer who combines with others to depr somebody of something wh would naturally come to him reason of ordinary natural compe tion, is violating the law.

But a combination among co petitors to prevent customers fr cancelling orders is as different night is from day. Custom have no right to cancel orders. they are orders at all, they are le contracts, and it is illegal and i proper to cancel them. They co not be cancelled without the cons of the other party. I should s that competitors would have an a solute right to combine in such way, for they would in no sense denying to their customers anythi to which they had the slight right.

So would it be as to a long list existing or possible trade abuse The usual terms in many lines, f example, is a certain discount in t days, net in thirty. Many retaile pay in fifteen or thirty days, a still deduct the cash discount, b they have neither legal nor mo right to do it, and the only reas they get away with it is the disli of the seller to make an issue.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?
Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

mbination among competitors to mpel customers to live up to regu- ar terms would be absolutely legal, or it would deprive those custom- rs only of something to which they ad no right.

I could prolong these illustra- ions, but I see no need to. A com- ination among dealers not to give rading stamps or to handle pre- iums would in my judgment also e legal. So would be a combina- ion among competitors not to ad- ertise, if such a combination could e conceived of. To all such things onsumers have no right they can nforce, and if such a combination ere broken up, the members of it ould still as individuals refuse to se the stamps, or handle the pre- niums, or do the advertising, so hat the order of the court could not ome to anything anyway. Court rders that cannot possibly come to nything are never made.

(*Copyright, March, 1915, by Elton J. Buckley.*)

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Question: Lantz Bros., Coraopo- is, Pa.—I would like to ask for in- ormation. Does New York State ave a garnishee law? I have a ellow who moved to New York State from Pennsylvania owing me a bill. He has gone to work there. Do you think I have any chance of collecting it by law? Send me a list of the States if you have them that do not have a garnishee law. I also have one in Ohio and one in Clarksburg, W. Va., that I am col- lecting from. Think Pennsylvania is a little tardy in adopting laws to protect the retail merchant.

Answer.—New York State, Ohio and West Virginia all have garnish- ment laws, under which you can at- tach a certain percentage of the wages of debtors. You must first sue in the State where the debtor now lives, and get judgment. Un- der this judgment you can attach a part of the debtor's wages. Write a letter to the New York State debtor and tell him you intend to do this, and probably he will pay with- out suit.

—

Note.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to en- sure an answer in the Monday's issue following. The signature and address of the writer must accompany all in- quiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communi- cations to Legal Editor "Modern Mer- chant and Grocery World."

Pennsylvania Organization Notes.

Over 100 of the representative busi- ness men of Warren gathered at War- ren on the evening of March 8th to celebrate the anniversary of the Warren Business Men's Association. The occa- sion was celebrated with a banquet at the Y. M. C. A., one of the most beau- tiful buildings in the State. After dis- cussing a most enjoyable menu, the meeting was called to order and the following officers elected: President. I. H. Mott; vice-president, W. L. Snyder; secretary, J. A. Emerson; treasurer, Geo. Henry.

The retiring president, J. H. Perks, acting as toastmaster, introduced Mr. Smedley, the speaker of the evening, and he proceeded to discuss organiza- tion as he saw it throughout the State. The Warren Business Men's Associa- tion is a live, wideawake body, has an efficient secretary, a loyal body of mem- bers and is active in many things, not only for the good of the merchant, but of the town in general. During the past year it has been unusually active, among its achievements being an effort to have more convenient train sched- ules arranged, creating a "Buy at Home" sentiment. Has a membership of 111. Has $70,000 fire insurance in the Retailers' Mutual Fire Insurance Company. Has answered 1,256 credit applications during the year and during the same period has collected for its members $1,154 from bad debts, or 31 per cent. of the total amount sent in. It has put the quietus on 14 premium schemes of doubtful value and is now ready to publish a credit guide with the rating of every citizen of Warren. This year will be a most active one, as many useful plans to better the merchant are under way.

* * *

An effort is being made by Chester merchants to form a new association, all merchants being invited to affiliate. The Chester Grocers' Association will merge with the new body. The Organ- izer visited Chester on March 10th and there met a number of the business men and plans have been made to form a permanent organization in the near fu- ture.

* * *

The Sunbury Association is adding new members at each meeting.

* * *

The Organizer visited the annual con- vention of the Tri-State Wholesale Gro- cers' Asosciation at Scranton on March 11th. It was an instructive convention.

* * *

The Greensburg Association has ar- ranged for free hitching yards for teams coming into the city. This will please the farmers and will enable the streets to be kept in sanitary condition. New members are coming in rapidly.

* * *

The New Castle merchants have had another "Buy at Home" week, which was a great success. The association acting in co-operation with the news- papers, have taken large space in the

BURK'S

Bock Wurst

NOW ON SALE

Every Thursday, Friday and Saturday during the Bock Wurst season

Following our custom of the past several years we will cook this sausage instead of mar- keting it in a raw state, which will not only make it less perishable and cause it to stand shipping better, but will make the preparation thereof much easier.

DIRECTIONS

Cut links apart. Cut the casing lengthwise on two sides with the point of a sharp knife. Remove the casing by pulling it from end to end, by which method the meat will not adhere.

Brown a piece of butter in a pan, then fry the sau- sage long enough to heat it through, meanwhile gently shaking the pan. Serve hot.

When ordering your Easter Hams and Bacon remem- ber that BURK'S are well trimmed, mild cured and from superior quality hogs

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

newspapers to tell by cartoon and editorial the evil of out-of-town buying. Secretary Edward O'Brien has the campaign in charge and it has every indi cation if being a big success.

* * *

The Wilkes-Barre Chamber of Commerce is about to start a big "Buy at Home" campaign. Good work.

* * *

Mr. Smedley has been invited to meet the Hebrew Grocers' Association of Pittsburg at a meeting to be called specially.

* * *

The Nanticoke Merchants' Association now has 135 members in good standing and has a paid secretary.

* * *

The Warren Board of Trade had a "Made in Warren" dinner and exhibition of Warren made goods on March 11th.

* * *

Friends of E. O. Spotts will be pleased to learn that he has been triumphantly re-elected secretary of the Tarentum Association.

* * *

The Chambersburg Association has adopted plans for a public comfort building for the benefit of the farmers of the county. The project was launched at a big get-together dinner recently held.

* * *

Mr. Smedley has accepted an invitation to organize the business men of Lehighton.

* * *

On March 23d Mr. Smedley will be the guest of the Meadville Chamber of Commerce at a noon-day luncheon. In the evening of the same day he will address the Business Men's Association.

* * *

During the past week Mr. Smedley addressed meetings at the following towns: Minersville, Allentown, Muncy, Mahanoy City and Ashland.

* * *

There's a great revival spirit for better organization all over the State. If your town needs help write to Organizer William Smedley, 802 Chestnut street, Philadelphia.

* * *

The Pennsylvania Plan is responsible for the opportunity to spread the organization spirit. Better organizations mean better merchants. Here is a list of those who are helping you; reciprocate—help them:—

Franklin Sugar Refining Co., carton sugar; Borden Condensed Milk Co., condensed milk; Corn Products Refining Co., all their products; Wm. Wrigley, Jr., & Co., chewing gum; Joseph Tetley & Co., Tetley's Teas; Woolson Spice Co., Golden Sun coffee and spices; Loose-Wiles Biscuit Co., Sunshine Biscuits; H. O. Wilbur & Sons, cocoa and chocolate; the Diamond Match Co., Safe Home Matches.

* * *

Next convention at Meadville. Start now to get up a Meadville Club.

Richland, Pa., Feb. 27, 1915.

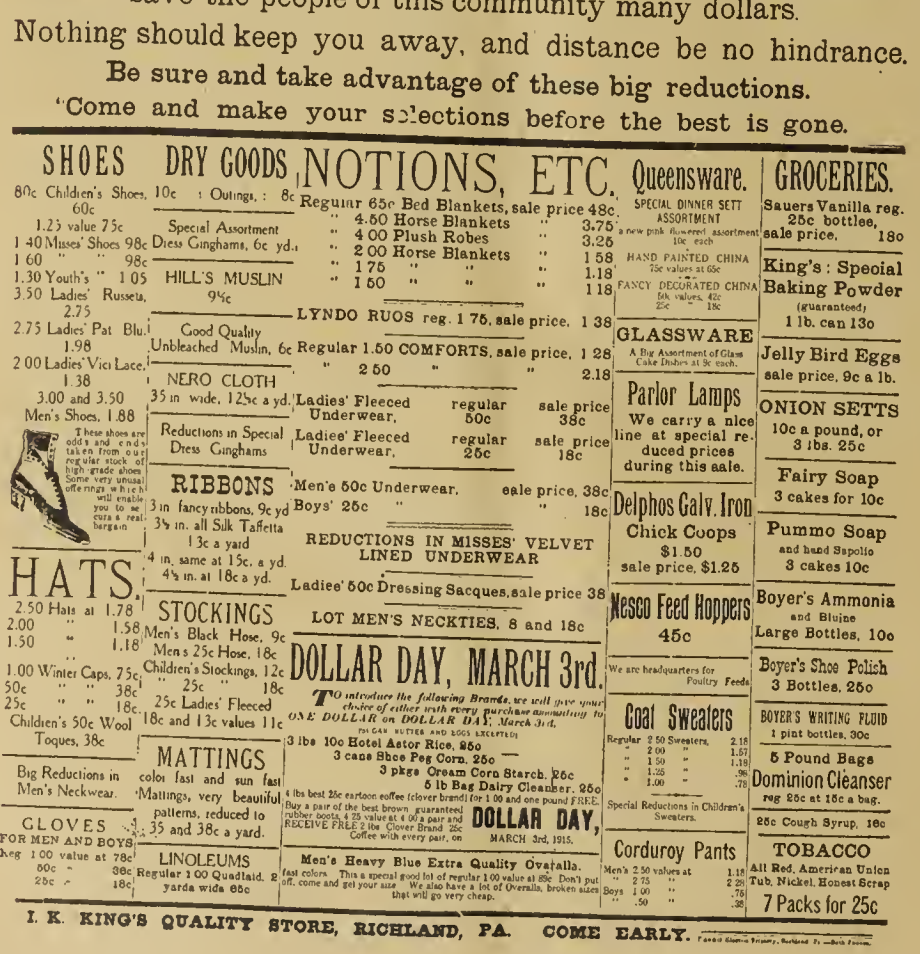
To the Editor.

Dear Sir:—Please find inclosed a bill that we run a sale on in March. Kindly point out in your paper the mistakes and corrections that could be made along this line of advertising. I would like to know the weak points, etc., and any suggestions you may offer would be very greatly appreciated.

Yours truly,

ISAAC K. KING.

I have from I. K. King, proprietor of King's Quality Store, Richland, Pa., a copy of an enormous poster which he recently used to advertise a special March sale. It measures 22 x 29 inches, and is the largest advertisement of the sort that has ever come to this department. Of course, I must reduce it greatly to get it in my space, and my reproduction will probably show only the general appearance:—


RICHLAND'S Greatest Value Giving EVENT! ATTEND THIS BIG SALE.
KING'S MARCH ECONOMY SALE
PRICES GREATLY REDUCED To Effect a Quick and Absolute Clearance Come Early.
Beginning March 1st--Ending March 20
This is a sale for a purpose and not for a profit, and will save the people of this community many dollars.
Nothing should keep you away, and distance be no hindrance.
Be sure and take advantage of these big reductions.
"Come and make your selections before the best is gone.
SHOES
80c Children's Shoes, 60c
1.25 value 75c
1.40 Misses' Shoes 98c
1.60 " " 98c
1.30 Youth's " 1.05
3.50 Ladies' Russets, 2.75
2.75 Ladies' Pat Blu. 1.98
2.00 Ladies' Vici Lace. 1.38
3.00 and 3.50 Men's Shoes, 1.88
These shoes are odds and ends taken from our regular stock of high grade shoes. Some very unusual offerings which will enable you to secure a real bargain
HATS
2.50 Hats at 1.78
2.00 " 1.58
1.50 " 1.18
1.00 Winter Caps, 75c
50c " " 38c
25c " " 18c
Children's 50c Wool Toques, 38c
Big Reductions in Men's Neckwear.
GLOVES FOR MEN AND BOYS
Reg 1.00 value at 78c
60c " 38c
25c " 18c
DRY GOODS
Outings, 8c
Special Assortment Dress Ginghams, 6c yd.
HILL'S MUSLIN 9½c
Good Quality Unbleached Muslin, 6c
NERO CLOTH 35 in wide, 125c a yd.
Reductions in Special Dress Ginghams
RIBBONS
3 in fancy ribbons, 9c yd
3½ in. all Silk Taffetta 13c a yard
4 in. same at 15c. a yd.
4½ in. at 18c a yd.
STOCKINGS
Men's Black Hose, 9c
Men's 25c Hose, 18c
Children's Stockings, 12c
" 25c " 18c
25c Ladies' Fleeced 18c and 13c values 11c
MATTINGS
colors fast and sun fast
Mattings, very beautiful patterns, reduced to 35 and 38c a yard.
LINOLEUMS
Regular 2.00 Quadlaid, 2 yards wide 85c
NOTIONS, ETC.
Regular 6.50 Bed Blankets, sale price 4.80
" 4.50 Horse Blankets " 3.75
" 4.00 Plush Robes " 3.25
" 2.00 Horse Blankets " 1.58
" 1.75 " " " 1.18
" 1.50 " " " 1.18
LYNDO RUOS reg. 1.75, sale price, 1.38
Regular 1.50 COMFORTS, sale price, 1.28
" 2.50 " " 2.18
Ladies' Fleeced Underwear, regular 50c sale price 38c
Ladies' Fleeced Underwear, regular 25c sale price 18c
Men's 50c Underwear, sale price, 38c
Boys' 25c " " 18c
REDUCTIONS IN MISSES' VELVET LINED UNDERWEAR
Ladies' 50c Dressing Sacques, sale price 38
LOT MEN'S NECKTIES, 8 and 18c
DOLLAR DAY, MARCH 3rd.
To introduce the following Brands, we will give your choice of either with every purchase amounting to ONE DOLLAR on DOLLAR DAY, March 3rd.
(NO CAN NUTTER AND EGGS EXCEPTED)
3 lbs 10c Hotel Astor Rice, 25c
3 cans Shoe Peg Corn, 25c
3 pkgs Cream Corn Starch, 25c
5 lb Bag Dairy Cleanser, 25c
1 lbs best 25c cartoon coffee (clover brand) for 1.00 and one pound FREE.
Buy a pair of the best brown guaranteed rubber boots, 4.25 value at 4.00 a pair and RECEIVE FREE 2 lbs Clover Brand 25c Coffee with every pair, on DOLLAR DAY, MARCH 3rd, 1915.
Men's Heavy Blue Extra Quality Overalls. fast colors. This a special good lot of regular 1.00 value at 85c. Don't put off, come and get your size. We also have a lot of Overalls, broken sizes that will go very cheap.
Queensware.
SPECIAL DINNER SETT ASSORTMENT a new pink flowered assortment 10c each
HAND PAINTED CHINA 35c values at 25c
FANCY DECORATED CHINA 50c values, 42c 25c " 18c
GLASSWARE
A Big Assortment of Glass Cake Dishes at 5c each.
Parlor Lamps
We carry a nice line at special reduced prices during this sale.
Delphos Galv. Iron Chick Coops
$1.50 sale price, $1.25
Nesco Feed Hoppers 45c
We are headquarters for Poultry Feeds
Coat Sweaters
Regular 2.50 Sweaters, 2.18
" 2.00 " 1.57
" 1.50 " 1.19
" 1.25 " .98
" 1.00 " .78
Special Reductions in Children's Sweaters.
Corduroy Pants
Men's 2.50 values at 1.18
" 2.75 " 2.28
Boys 1.00 " .76
" .50 " .38
GROCERIES.
Sauers Vanilla reg. 25c bottlee, sale price, 18c
King's: Special Baking Powder (guaranteed) 1 lb. can 13c
Jelly Bird Eggs sale price, 9c a lb.
ONION SETTS 10c a pound, or 3 lbs. 25c
Fairy Soap 3 cakes for 10c
Pummo Soap and hand Sapolio 3 cakes 10c
Boyer's Ammonia and Bluine Large Bottles, 10c
Boyer's Shoe Polish 3 Bottles, 25c
BOYER'S WRITING FLUID 1 pint bottles, 30c
5 Pound Bags Dominion Cleanser reg 25c at 15c a bag.
25c Cough Syrup, 18c
TOBACCO All Red, American Union Tub, Nickel, Honest Scrap 7 Packs for 25c
I. K. KING'S QUALITY STORE, RICHLAND, PA. COME EARLY.

Of course, a poster like this is a pretty hard tax on the resources of a country printing office, and I imagine that the office that turned this out had a hard job to find type enough to set it. That explains the fact that it is not very well put together, though probably as well as the printer could do it. As you glance at it it seems simply like a mass of display type, instead of falling into sub-divisions, as it should. One reason for this is that the whole thing is boldface type. There is none of the contrast and relief that could have been furnished by the use of some smaller—body—type her and there. Another reason is the lack of white space. Had the lines been set in narrower measure, so as to surround the paragraphs with a margin of white space, the appearance of this poster would ha changed so remarkably for the bett that Mr. King would have hardly re ognized it.

* * *

Another improvement in the appea ance would have resulted if those tw panels had been left off the head, ar type used for the lines "King's Marc Economy Sale" which would have fille the lines. The panels add no strengt to it—they merely reiterate what ha been said somewhere else—and the simply prevent the heading from stretc ing and filling the space it should hav filled.

* * *

Outside of this there is but little t say about this piece of advertising, fo it is practically no more than a pric list. To be sure, when you are adver tising Fairy Soap three cakes for 1 cents you don't need to say much abou the soap, for the price will sell it. Bu the regular price should have bee given of the mattings that are reduce to 35-38 cents a yard and something more should have been said about th quality. The same can be said of sev eral other articles, the prices of which would have seemed much lower in the light of some information about their regular price and quality. That "Dollar Day" paragraph should have been surrounded by a double margin of white —it would then have stood out from the page; now it is lost.

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

—

George Suhr, Dead.

George Suhr, treasurer of the National Retail Grocers' Association, died at his home in Buffalo, N. Y., last Friday night. Bright's disease, followed by an inflamed and gangrenous foot, caused his death. Amputation was resorted to, but did not help.

Wanted—a Used Keith Credit Register

Give full specifications, including year purchased, type of register, condition and price wanted, also cost price. Address "R. O.," Modern Merchant and Grocery World.

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

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AT

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Private Exchange.

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ELTON J. BUCKLEY, Editor.

DAVID EZEKIEL, Advertising Manager.

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PER YEAR

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Single Copies ..... .10

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Pennsylvania Congressman Tells Why He Thinks Manufacturers Should Be Allowed to Fix Retail Prices

Believes That Only That Can Save Both Manufacturers and Retailers from Price-Cutting Pirates. Thinks the Stevens Bill Should Pass. Cost of Running Mail Order Business Much Higher Than Cost of Running Retail Business.

One of the most dangerous methods of unfair competition is the price-cutting of standard, trade-marked goods, which have in them the reputation of the maker and his purpose to make them products which will secure and retain the confidence of the buying public.

I am in favor of the doctrine that a manufacturer who has distinctly identified his product and fixed its value in the public mind should have the right to protect the sale of his merchandise, the good will of his trade, and the good name of his product by fixing the retail selling price of that product. I contend that the maintenance of the retail price is a necessary and legitimate business principle, that it means benefit to all and works injury to none.

To remedy the injustices involved in this situation, an act of Congress is necessary, and such a measure, known as the Stevens bill, is pending in Congress. It provides that maintenance of price shall be legal, provided that the producer does not have a monopoly of a general class of merchandise and is not a party to a combination for the purpose of securing such a monopoly. It provides that the price must be printed on a notice affixed to each article and that the producer must file with the Bureau of Corporations a statement giving the braud, trade-mark, etc., and the uniform price to wholesalers, retailers and consumers. Articles may be sold for less than the uniform price when a dealer retires from business or becomes bankrupt, or if the goods are damaged or soiled. In such cases, however, the dealer must offer the manufacturer or vendor the opportunity of purchasing the articles at the price paid for them.

I submit that this measure should be passed. I believe that the right to fix the retail prices of standard brands of merchandise of fixed quality is a benefit to the manufacturer, dealer and consumer.

It will protect the manufacturer from unfair competition and will prevent trade pirates from ruining his business.

The price-cutter takes a widely known article and reduces its price below cost. He does this, not for the purpose of selling more of them, for the fewer he sells the better he is satisfied and the less he loses. He wishes to attract customers on the strength of this bargain price so that he may sell other goods at a greater profit than that on the standard goods. He seeks to create the impression that all his goods are sold at prices proportionately as low as that on the article whose value is well known to the public.

Now, it is obvious that other dealers must meet this cut price if they are to continue on an equal plane with this competitor. They cut the price to an equal or lower figure, but at the same time they lose all desire to sell the article on which they are forced to lose money. That strikes a fatal blow at the manufacturer, for his market is destroyed and he is helpless to prevent it. Cheaper substitues are sold instead of his article and dealers in time refuse to carry his goods at all. His advertising and his efforts in every way to make his trade-mark mean a certain price and a certain value are rendered useless through the practices of price-cutting trade pirates.

Let me speak of the retailer. Cut-throat competition never did and never will help the business of the average dealer.

I will admit that this may not hold good as regards mail-order houses, department stores, etc., because their interests seem to lie in the direction of putting the little merchant out of business and taking his trade. I am not anxious to help them do that and I am willing to let them take care of themselves, and without doubt they are perfectly able to do it. I take my stand on the side of the little corner store against the great combinations that threaten to wipe it out of existence. I consider the neighborhood store a necessity and I want it to have a fair chance, no more and no less, to grow greater and finer.

The large semi-monopolistic retail establishments want the right to enforce cut-throat competition because they know that in such a jungle warfare the strong and cunning always triumph. Mr. Straus, of Macy & Co., the New York department storekeepers, when testifying before a Congressional Committee last year, was asked what would happen to the retailer of small financial ability if the consumers are led by cut prices to patronize large department stores and mail-order houses. He replied that the little retailer would either "wake up or go to sleep." He was right in the last phrase, for the little retailer would go to sleep permanently. He would be a victim of the knock-out drops of unfair competition. If he is not rich enough and powerful enough to compete on such an unfair basis with these gigantic combinations he must go out of business, and Mr. Straus and the others are in favor of putting him out and seeing that he never comes back.

Under fair conditions, however, the little retailer can compete with and outdistance the big mail-order houses. He cannot do it on cut prices on standard goods, for the big establishments can lose money on a few articles and make it up on others in their large and varied stocks. They make it up, rest assured of that, for it costs them far more to do business than the little dealer, and the large dividends paid by the great mail-order houses show how profitable their dealings are in the aggregate.

It has been proven by sworn testimony that the big mail-order houses and department stores do business at a much greater cost than the small retailer. They have higher expenses and must make greater margins on goods sold. It follows that they cannot afford to cut the cost of any article, and if they do they are compelled to make more than a fair profit on other goods sold. They use certain standard articles as "pullers-in" in order to tempt the people to buy unfamiliar and unnamed goods at unjust prices.

Prof. Neystrom, professor of economics in the University of Wisconsin, before the Judiciary Committee of the House on March 1914, showed that the average c of doing business to the small tailer is between 15 and 18 cent.; to the large mail-or houses it is from 27 to 30 per ce and to large department stores per cent. and more.

The history of the United Ci Stores shows the effect of pri cutting. In 1912, 1,252 cigar m ufacturers went out of business, a in 1913, 716 cigar manufactur went to the wall. All over country, in every town and city vaded by these stores the retail bacco dealer was ruined. In N York City 90 per cent. of the re dealers have been forced out business by this combination. T small dealer must handle standa brands in order to satisfy his c tomers, but he cannot afford to c them below cost as do the Unit Cigar Stores. He cannot carry t large stock of unknown brands which to recoup his losses.

The same situation obtains in t drug business, the grocery busine and other lines. Half of the bu ness of the smaller stores in the lines is in standard, trade-mark goods. If the market is destroy by reckless price-cutting, the lit merchant must go out of busine He is between the devil and t deep sea. He cannot meet the fi ures of the price-cutter, and if does not, he loses his customers.

Price maintenance does not mea less competition between retailer it means less unfair competitio There is a competition in the qua ity of goods and in service just a much as in price. Retailers wh sell the same goods from the san factories should not compete i prices. The competition should b between goods of the same clas made in other factories.

That puts the competition on fair basis, on price, quality an service instead of solely on ability t stand losses until a competitor driven out of business. It gives th retailer the reward of enterpris efficiency and honesty, instead o forcing him to descend to the lev of trickery of trade pirates or g out of business.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

A Window Dressing Contest with $175 in Cash Prizes

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	**$75**
For the Second	**$50**
For the Third	**$25**
For the Fourth	**$15**
For the Fifth	**$10**

The conditions are as follows:—

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

But there is a still more important phase of this question. The maintenance of prices means benefit to the consumer. If it benefited the manufacturer and the dealer at the expense of the buyer, I should be opposed to it. The greatest good of the greatest number should be the sole purpose of legislation, and every American citizen is a consumer, while but a comparatively few are manufacturers and merchants.

M. CLYDE KELLY,
U. S. Congressman from Pennsylvania.

Braddock, Pa., March 23, 1915.

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa., March 26, 1915.

A bill has been introduced in the Senate and now in the hands of the Committee on Agriculture, which will provide a standard and a system for packing and selling apples. The bill is intended to compel apples raised and sold within the State to conform to the standard of the national apple act, which was passed several months ago. The proposed bill is as follows:—

AN ACT

To regulate the grading, packing, marking, shipping and sale of apples and providing penalties.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That the standard grades or classes for apples grown in Pennsylvania, when packed in closed packages, shall be as follows:—

First.—Pennsylvania standard fancy grade shall consist of apples of one variety, which are well-grown specimens, hand picked, properly packed, of good color for the variety, normal shape, free from dirt, diseases, insect and fungus injury, bruises and other defects, except such as are necessarily caused in the operation of packing.

Second.—Pennsylvania standard "A" grade shall consist of apples of one variety, which are well-grown specimens, hand picked, properly packed, of good color for the variety, normal shape, free from dirt, diseases, insect and fungus injury, bruises and other defects, except such as are necessarily caused in the operation of packing, or apples of one variety, which are not more than 10 per centum below the foregoing specifications on a combination of all defects of 5 per centum on any single defect.

Third.—Pennsylvania standard "B" grade shall consist of apples of one variety, which are well matured, hand picked, properly packed, practically normal shape, practically free from dirt, diseases, insect and fungus injury, and which may be of medium or less than medium color for the variety or apples of one variety which are not more than 5 per centum below the foregoing specifications on a combination of all defects, or 2 per centum on any single defect.

Fourth.—Unclassified apples not conforming to the foregoing specifications of grade, or if conforming, are not branded in accordance therewith, shall be classed as unclassified and so branded. The minimum size of the fruit in the package shall also be branded upon it as hereinafter specified, and in addition to the other marks hereinafter required.

The marks indicating grade, as above prescribed, may be accompanied by any other designation of grade or brand, if that designation or brand is not inconsistent with or marked more conspicuously than the one of the said four marks which is used on the said package. Apples packed and branded in accordance with the Act of Congress, approved August 3, 1912, entitled "An act to establish a standard barrel and standard grades for apples when packed in barrels, and for other purposes," shall be exempt from the provisions of this act.

The minimum size of the fruit in all classes or grades, including the unclassified, shall be determined by taking the transverse diameter of the smallest fruit in the package at right angles to the stem and blossom end. Minimum sizes shall be stated in variations of one-quarter of an inch, like 2 inches, 2¼ inches, 2½ inches, 2¾ inches, 3 inches, 3¼ inches and so on, in accordance with the facts.

Minimum sizes may be designated by figures instead of words. The word "minimum" may be designated by using the abbreviation "min."

A tolerance or variation of 5 per centum on size shall be allowed in all classes, but such 5 per centum shall not be in addition to the variations or tolerances for defects provided in grades "A" and "B."

Sec. 2. Every closed package containing apples grown in Pennsylvania which is packed, sold, distributed, transported or offered or exposed for sale, distribution or transportation by any person, shall bear upon the outside of one end, in plain letters and figures, the name and address of the packer, or the person by whose authority the apples were packed, and the package marked the true name of the variety, the grade or class of the apples therein contained and the minimum size of the fruit in the package, as provided by Section 1. If the true name of the variety shall not be known to the packer or the person by whose authority the package is packed or branded, then such variety shall be designated as "unknown." Every package of apples which is repacked shall bear the name and address of the repacker or the name of the person by whose authority it is repacked in place of that of the original packer.

Sec. 3. It shall be unlawful for any person except under the percentages of tolerance and variation as allowed by clauses second and third of Section 1, relating to Pennsylvania standard "A" and "B" grades, to pack, sell, distribute, transport, offer or expose for sale in closed packages, apples which are not hand picked or which are wormy or diseased, or which show fungus or scab injury, unless such fact or facts shall be plainly stated by the use of the words "not hand picked," "wormy," "diseased," "fungused" or "scabby," as the case may be, said words to be branded upon the outside of the same end of the package on which the marks prescribed by Section 2 shall appear.

Section 4. The marks or brands prescribed by Sections 1, 2 and 3 shall be in block letters and figures, of size not less than 36-point gothic.

Section 5. It shall be unlawful for any person to pack, sell, distribute, transport, offer or expose for sale, distribution or transportation, apples which are adulterated or misbranded within the meaning of this act.

Sec. 6. For the purposes of this act apples packed in a closed package shall be deemed to be misbranded:—

First.—If the package shall fail to bear all statements required by Sections 1, 2 and 3.

Second.—If the package shall be falsely branded or shall bear any statement, design or device regarding such apples which is false or misleading, or if the package bears any statement, design or device indicating that the apples contained therein are Pennsylvania "standard grade," and said apples when packed or repacked do not conform to the requirements prescribed by Section 1 of this act.

Sec. 7. For the purposes of this act apples packed in closed package shall be deemed to be adulterate if their quality or grade whe packed or repacked does not con form to the marks upon the pack age.

Sec. 8. Any person who mis brands or adulterates apples withi the meaning of this act or who vio lates any of the provisions of thi act, shall be guilty of a misdemean or, and upon conviction shall b sentenced for the first offense t pay a fine not exceeding $25 an not less than $10; for the secon offense, to pay a fine not exceedin $50 and not less than $25, and fo each subsequent offense to pay fine not exceeding $200 and not les than $50, together in all cases wit the costs of prosecution.

Whenever any such violation i with respect to a lot or shipmen consisting of 50 or more close packages, there may be imposed i addition to the above penalties 2 cents for the first offense; 50 cent for the second offense and $1 fo each subsequent offense for eac package in excess of 50, with re spect to which such violation i committed.

Sec. 9. The enforcement of thi act shall be vested in the Depart ment of Agriculture, under rule and regulations to be adopted b it.

Sec. 10. No person shall be pros ecuted under the provisions of thi act when he can establish a guar-

A WORD TO THE LEGISLATURE OF PENNSYLVANIA

Pass the Steedle Bill No. 318, which will reduce the retailer's license to sell oleomargarine in this state from $100 to $10. This will lift a big burden from the retailer and give the public an opportunity to be served to greater advantage with this pure, rich, wholesome table product

THE oleomargarine industry has always been frank and forward in setting the truth about oleomargarine before the public, because the person who has the whole truth about oleomargarine becomes a permanent user of this most desirable food product. This is particularly true of Pennsylvania, where, in spite of the most stringent laws regulating its sale, five times as many retailers took out state licenses to sell it this year as sold it five years ago. This is a splendid testimonial to the desirability of oleomargarine, because the state of Pennsylvania makes a retailer pay the astounding license of One Hundred Dollars. No other state in the Union has such stringent laws regulating the sale of oleomargarine as Pennsylvania, nor does any handicap the retailer so much. Only a few states ask the retailer to pay even a nominal license.

The purpose of this ad is to set forth a plain statement of facts so that the Legislature and the public can see how unfair Pennsylvania really is in this matter and why the Steedle Bill (No. 318) ought to be passed. There is no sound reason why Pennsylvania ought to ask any grocer who wants to sell oleomargarine or butterine to pay a hundred dollars for the privilege. If oleomargarine is unfit to be sold, its sale ought to be stopped. But as oleomargarine has been attested pure, delicious and wholesome by the most eminent experts in the country, it is a rank injustice to penalize it and those who sell it when no other food product is so penalized.

Postmaster General Burleson's Opinion of Oleomargarine

Postmaster General Burleson, when he represented the State of Texas in Congress, in addressing the Committee on Agriculture of the House, said:

"From the very moment that oleomargarine entered the field as a food product in competition with butter, a systematic, persistent effort was made to arouse the hostility of the consuming public against it. I do not hesitate to say that never in the history of the world has a food product been so persistently and outrageously misrepresented as oleomargarine."

Very shortly after the methods of its manufacture were discovered it was charged by those who were engaged in the manufacture of butter that it was an unclean food product, that it was made from the refuse matter of the packing houses, that it was unwholesome, that it was not nutritious, in fact, they asserted that it was only a perverted taste that would accept it as palatable.

Of course, these charges had to be met, and in order to meet them the services of the greatest chemists in the world were brought into requisition. Oleomargarine was analyzed time and time again and each time declared a valuable food product. Still those who were opposed to its manufacture fiercely insisted upon the proposition that it was unclean and unwholesome, and this contention was persisted in until such great chemists as the professors of chemistry in Columbia University, in Harvard University, in Johns Hopkins University, over their signatures pronounced it not only clean, but wholesome, nutritious and palatable.

"This still did not satisfy the antagonists or enemies of oleomargarine, and finally its defenders brought into the service of, in support of this food product the greatest of our chemists, the man who adorns the position of Chief of the Bureau of Chemistry for the National Government, Dr. Harvey W. Wiley, who, in his usual careful, methodical way, analyzed this product and pronounced upon it, confirming the verdict that had been rendered by the other eminent chemists who had analyzed it prior thereto.

"This still did not satisfy those who were opposed to oleomargarine, and a suit was instituted in the State of New York, where the fact was brought directly in issue whether it was a clean, wholesome, nutritious and palatable product. This suit finally found its way to the Supreme Court of the United States, and there a judicial determination of the fact was had that it was wholesome, that it was nutritious and that it was palatable."

"It Is Wholesome," Says Prof. George F. Barker, University of Pennsylvania

"Butterine is in my opinion, quite as valuable as a nutritive agent as butter itself. It is perfectly wholesome, and is desirable as an article of food. I can see no reason why butterine should not be an entirely satisfactory equivalent for ordinary butter, whether considered from the physiological or commercial standpoint."

U. S. Supreme Court Says Oleomargarine Is A Healthful Article

Statement of John Pierce, representing the Association of Iron and Steel Workers:

"They seize on every legislative opportunity to try to wipe out the sale of oleomargarine—not to regulate it, but to tax and legislate it out of existence. Have not a dozen states through this immense influence of the butter interests, and then misstatements, in times past, enacted laws utterly forbidding the manufacture and sale of oleomargarine within their borders on the lying and shallow pretense that it was inimical to public health? And does that has been seriously advanced, despite the fact that scientists to a man have declared it just as wholesome as butter, and Justice Peckham, of the United States Supreme Court, in rendering a decision, said it was a "monstrous fact" that it was a healthful article. Pennsylvania had such a law on its statute books, from 1885 to 1899.

Former President of United Mine Workers' Association Eats Oleomargarine Because It Is Wholesome

Statement of Patrick D. Dolan, Former President of the United Mine Workers, Investigator:

"With us, in western Pennsylvania oleomargarine is as firmly placed and as staple as sugar. I used to be in the grocery business and I sold oleomargarine in large quantities to our people. They knew that they were buying it when they got it. It was cheaper, and as good, in many instances, as the creamery butter that I used to sell and paid a high price for and had to get a high price for from the consumer. I use the article myself every day—because it is wholesome and cheaper than the other article for me to provide my family."

It Carries the Guarantee of Purity

and wholesomeness of a government inspection. In a decision by Judge Hughes, of the Federal Court of Virginia, he said: "It is a fact of common knowledge that oleomargarine has been subjected to the severest scientific scrutiny and has been adopted by every leading government in Europe as well as America for use by their armies and navies. Though not originally invented by us, it is a gilt-ed American enterprise and progressive invention of the world."

Weigh the above facts carefully, Mr. Legislator, and then determine whether any one who wishes to sell oleomargarine should be asked to pay the prohibitive license of one hundred dollars. We believe you will vote for the Steedle Bill (No. 318), and thus lift a big burden from the retailer and give those who want to buy oleomargarine a greater opportunity to get it conveniently and quickly.

A WORD TO THE PUBLIC

IF you want your neighborhood grocer to serve you with oleomargarine, write to the member of the Legislature from your district and ask him to vote for the Steedle Bill No. 318. But do it NOW. Your grocer wants to sell oleomargarine, but does not care to pay a hundred dollars for the privilege, nor should he. He will gladly pay ten dollars, the amount stipulated in the Steedle Bill, so send along a vote of confidence in that bill at once.

Dr. Wiley's Opinion of Oleomargarine

OLEOMARGARINE and butterine are identically the same products. You will probably recall the statement made by Dr. Harvey W. Wiley, in "Foods and Their Adulteration," that "*Oleomargarine is a wholesome and nutritious article of diet, and can usually be sold at a lower price than butter.*"

It is to your interests to know this and other valuable truths about oleomargarine, because oleomargarine sells at a considerably lower price than butter. You can save a worthwhile amount of money by purchasing oleomargarine, or butterine, and you will want to purchase this delicious food product when you know what the eminent food specialists say of it, and why they freely and enthusiastically recommend it to you.

Write to the Member of the Legislature from Your District and Ask Him to Vote for the Steedle Bill No. 318

(This is an advertisement, paid for by those interested in developing the oleomargarine industry.)

A reproduction of a full page advertisement in a Philadelphia newspaper last week, published in the interest of the pending Pennsylvania bill reducing the retailer's oleomargarine license to ten dollars.

anty, signed by the person from whom he received such articles, to the effect that the same is not adulterated or misbranded within the meaning of this act. The guaranty to be valid shall contain the true name and address of the person making the sale, and in such case the guarantor shall be liable to the penalties of this act.

Sec. 11. Definitions. The word "person," as used herein, includes both the singular and plural, males and females, individuals, corporasions, copartnerships and associations. The act, omission or failure of any officer, agent, servant or employee acting within the scope of his employment or office shall be deemed the act, omission or failure of the principal, the words "closed package" mean a box, barrel or other package, the contents of which cannot be seen or inspected when such package is elosed. The words "not hand picked" include windfalls, drops and apples shaken or knocked from the tree by any agency.

Sec. 12. No person shall, on behalf of any other person, pack any fruit for sale, transportation or distribution contrary to the provisions of this act.

Sec. 13. This act shall not apply to unpacked apples actually transported in barrels to storage within this State until the same are removed from storage for the purpose of marketing, sale, transportation or distribution.

Sec. 14. This act shall take effect July 1, 1915.

Sec. 15. All acts or parts of acts inconsistent herewith are hereby repealed.

* * *

The Stein trading stamp bill, which emanated from the Pittsburg Retail Grocers' Protective Association, was the most radical of all the stamp bills which have been introduced at this session. It forbade all "corporations, joint stock or other companies from doing a trading stamp business" under penalty of fine or imprisonment. Concerns now doing such business would be allowed under the bill the opportunity of working out the contracts already made. The bill would not have interfered with partnerships or individuals doing a trading stamp business. At any rate, the Stein bill has been dropped, and an effort will now be made to obtain the passage of the Walton bill, which has been previously referred to in this correspondence. The Walton bill taxes trading stamp eompanies $2,000 a year, and as amended, its text is as follows:

AN ACT

Defining trading stamps, as including stamps, coupons, tickets, cards, certificates and other similar devices, given with a sale or bailment of merchandise, regulating and licensing the sale, furnishing and giving of trading stamps and providing penalties for the violation thereof.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That the term "trading stamp," when used in this act, includes any coupon, stamp, certificate, ticket, card or other device furnished by a vendor of merchandise, together with merchandise as an inducement for the sale thereof, and which stamp, certificate, coupon, card, ticket or other device is redeemable in or accepted for personal property or money by the vendor or by any person or firm or corporation other than the vendor. The word "person" includes individuals, copartnerships, corporations and associations. The word "sale" includes a conditional sale and a bailment.

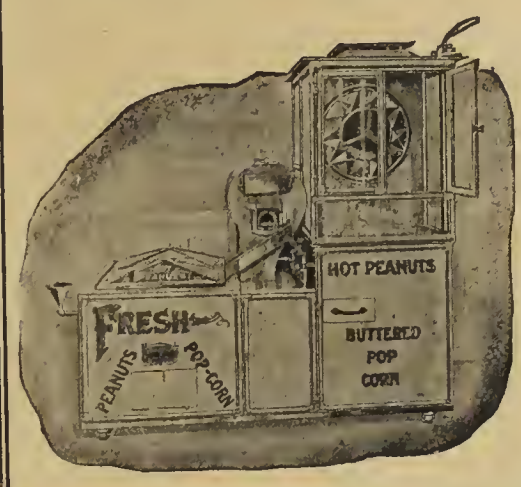
Sec. 2. No person shall sell, give or furnish trading stamps intended for use in or with the sale of merchandise to a merchant or vendor of merchandise unless the person selling, giving or furnishing trading stamps shall have obtained a license therefor from the county treasurer. And no merchant or vendor of merchandise shall sell, give or furnish trading stamps for use in or with the sale of merchandise unless the merchant or vendor of merchandise selling, giving or furnishing trading stamps shall have obtained a license therefor from the county treasurer.

Sec. 3. The license herein provided for shall be valid only for the calendar year for which issued. No license shall be issued except upon a written application, which shall set forth the name and business address of the applicant. The application shall be aecompanied by a license fee of $2,000. One-fourth of the money received from such license shall be paid monthly into the State Treasury. The remaining three-fourths shall be retained by the county and devoted to the construction, maintenance and repair of county bridges in the county.

Sec. 4. The license shall permit the selling or furnishing of trading stamps only at one place of busi-

(Continued on page 17.)

Sell Peanuts and Popcorn



Some store-keepers find their peanut and pop-corn machines show a larger profit than the store?

You might be surprised at the above statement and astonished at the experience of merchants who investigated the profits and possibilities and are now operating a Kingery roaster and popper. Learn all about the Peanut and Pop-corn business by sending for 80 page catalog. M. M. today.

Kingery Mfg. Co.
457 Pearl Street
Cincinnati, Ohio

This space ought to have been filled with Mr. Matthews' picture, but it did not come in time. This is a pity, because he has a face that inspires confidence. It will be here next time.—Advertising Manager "Modern Merchant and Grocery World."

A Butcher's Life Story

Why He Wrote a Book

When seventeen years ago I started in the Butcher business I knew nothing but the mechanical end of the business. In other words, then, I bought a beef for 6 cents per pound, a hog for 8 cents, a sheep for 9 cents, etc., as I did not know what the several cuts in these would weigh, or the price to sell them at per pound to make the profit I desired to make. I then searched the libraries of my town and also of many other cities, and not being able to find a book or chart that would give me this information, I wrote to several packing houses and butcher supply houses for a book of this kind and I was informed by them that as yet there was no book of that kind published.

It not being my policy to do business on a guess, I then began to make tables for my own reference. When I bought anything for my market on foot or dressed, I tabbed its cost and weight. Kept each cut separate and the price it brought per pound, so when I had sold the last piece of any given article I knew the exact shrink and waste, as well as how much I had made on any product in question.

As I grew older in business and meat advanced in price I found these tables mighty handy for reference, and from year to year, I would see old butchers fail in business who had a bank roll when I started. I knew there was something wrong with their system.

Hence the thought came to me if I would put my knowledge of the meat business in a book, that all butchers might become masters of their business, it would make failures a rarity and selling meat below a living profit a badge of ignorance.

It has done this in every place it has gone, and I don't know a butcher who has a copy of this book who does not regard it as the most valuable fixture in his market.

I have spared no time and expense in making it complete.
I have put it within the reach of all.
It is revised to the minute. It's indexed, 6 x 9 inches, 104 pages, cloth bound.
Postpaid $2.00 to any address.
Ten thousand successful butchers use it every day. Why not you?
I want agents in every town; write me.

R. S. MATTHEWS, P. O. Box 32, BIRMINGHAM, ALA.

(Order one right now—you need it every day)

WITH THE EDITOR

In an article in "Printers' Ink" on schemes similar to the Staley starch scheme, a statement appears which we desire to reproduce and discuss:—

Stock-Selling Schemes.

> The one great point in favor of the great majority of the (stock-selling) plans which have been successful is the fact that the goods have been well advertised. Probably most dealers would stock them, anyway, if there were no bonus attached. Thus the stock bonus really performs its true functions, as an added inducement to get the dealer to interest himself in pushing the goods. The real and fundamental inducement must lie in the merit of the product and the merchandising policy. A stock bonus can help, but it is useless, in this day, to expect it to do all the work.

This aptly puts, in different form, what we have been contending for years, viz., that it is bad business for a retailer to allow himself to be influenced in the slightest degree, as to the goods he shall sell, by personal stock-holding interest in the company. For instance, take the Staley scheme. Staley starch is not advertised to consumers. The writer has never seen a box of it in his life. Consumers do not want it—they do not ask for it. Not because it may not be good, but because national advertising has taught them to ask for something else. A grocer whose customers are regularly demanding a national brand of starch is persuaded to buy some Staley starch stock. At once he becomes personally interested in forcing the sale of Staley starch—forcing it against the customer's desire, possibly against the customer's interest, and in the main very likely against his own. Is that good merchandising? We think not. The point is that the personal stock-holding interest warps the dealer's judgment as to what it is good business for him to sell.

All this is exactly in line with what "Printers' Ink" says, that the successful stock-selling plans have been those where the goods were advertised, and where the retailer would have stocked them anyway, to take care of the ordinary demand. Expecting the stock-holding to float the goods alone is, as "Printers' Ink" says, useless, and more than that, it is apt to be disastrous to the retailer who attempts it.

Bear in mind that this is vitally different from the act of a retailer who, in order to avoid selling a nationally advertised brand that has become unprofitable, attempts to persuade his customers to buy another brand. He is simply acting in the direction of self-preservation.

The writer wishes to make some remarks upon the following item which appeared in the daily papers a few days ago:—

The Peculiarities of the Law.

> Sunbury, Pa., March 18th.—When W. A. Glass and J. M. Ansel, of Jersey City, were arrested here on a charge of peddling without a license, it was discovered that the ordinance under which they were taken into custody was illegal in that it had not been signed by the president of the Borough Council. The ordinance has been in effect 16 years.
>
> During that time it has stood the test of a trip through the State and United States Supreme Courts, and was sustained both times.

Although a lawyer in regular practice, the writer agrees with laymen that occasionally the law does things that looks foolish when judged by cold common sense. This case in Sunbury is one of these things, although we do not believe that an ordinance in the position above described is invalid at all. The answer is that even though it lacked a technical requirement, it was adopted by Councils as an ordinance, was doubtless intended to be signed by the Burgess, and had been treated as an ordinance by all the people and all the courts for sixteen years. No law or ordinance should be held invalid for such a reason now, and we have not the slightest belief that this one will be, when it gets before a real court. If it is held invalid for such a reason, we will personaly agree with everything that laymen might say on the subject.

Why cannot some sense be used in dealing with the trading stamp problem? We suggest that very little has been used during the present session of the Pennsylvania Legislature. Several bills aiming to cripple the trading stamp scheme have been introduced, withdrawn, amended and reintroduced, and finally withdrawn again and dropped. Most of these bills have been reproduced in this paper and discussed. They were in the writer's judgment utterly impotent and worthless.

Foolish.

Now comes the most foolish bill of all, as we see it—the Stein bill. It aimed to cut the gordian knot by prohibiting the stamp business entirely, but by some remarkable lack of intelligence it only forbade "corporations, joint stock or other companies" from doing a trading stamp business. Partnerships and individuals could have done all the stamp business they wanted to. This was pretty near the limit of absurdity. We say "was" because the Stein bill, too, has been dropped. Any boy knows that such a law would be class legislation of the most unconstitutional type. It would be as invalid as would a law prohibiting men over 5 feet 6 from wearing red neckties. And even if it was good, the "corporations, joint stock or other companies" would simply have had to organize a little partnership or adopt the name of an individual in order to get around it.

The Proposed Pennsylvania Anti-Trading Stamp Law.

The text of the Walton trading stamp bill, which is intended to take the place of all other pending trading stamp legislation in Pennsylvania, appears in this week's Harrisburg letter. It is an amendment of a bill which has been pending for several weeks. The amendment is most important. Originally the Walton bill taxed only trading stamp companies—concerns like the S. & H. Co., which sell the stamps to merchants. These were to have been taxed $1,000 per year. The amendment imposes a tax of $2,000 not only upon the concerns named, but upon every merchant who distributes stamps with merchandise. With the trading stamp concerns the tax might have been upheld on the ground that the business was large and profitable. Now that it is also imposed on the small retailer who may not use more than $100 worth of stamps a year, the t stands as an obvious effort to d stroy a business under the gui of a tax. If the Supreme Cou follows every decision which has previously made in simil cases, it will hold this bill unco stitutional.

We repeat what we said els where on this page, viz., that is a pity that the people who a behind the present campaign trading stamp legislation cann be less radical and more sensib in their efforts. We say this wi all possible kindliness. It hardly conceivable that a lawy who has studied the cases at a would advise the promoters this bill that it would stand in th courts. But, say the promoter why should we care about that There is a chance that the bi will be upheld, so why not pass and find out? If it is not upheld we are no worse off than we ar now, and if it is upheld, the trad ing stamp business is forev dead.

The answer is that the sam amount of effort would prob ably pass a bill that would be sur to be constitutional. What woul that bill be? Frankly, it is dif ficult off-hand to say, for th trading stamp companies hav won so many legal victories i the courts of other States tha they come into a new court ver strongly armed against any ef fective law which restricts thei energies.

AMONG THE TRADE.

Harry G. Smedley, former shipping clerk for John Jamison and an employee of that house for many years, died at his home during the week of Bright's Disease. He was 52 years old, and was one of those unassuming chaps who always do the square thing by everybody, as they see it. The world could spare a whole lot of men better than it can spare him.

Enclosed please find check covering subscription for two years. Cannot do without it.—A. D. Borger, Northampton, Pa.

22

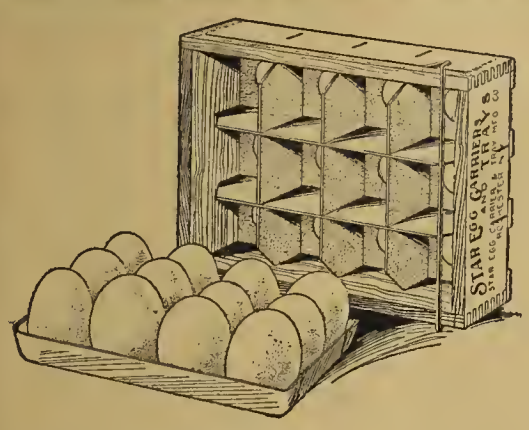
Do you know *one* successful merchant who does not sell a full line of nationally advertised products?

Do you know *one* man who has succeeded by giving the public what they did *not* want?

Success is not possible to such a merchant today. To reach the highest possibilities of his business he *must* yoke up with national advertising and get the benefits of it, which are (1) orders which he did not solicit; and (2) elimination of work of selling.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"



Eggs Break

Because

They Are the Most Fragile Article You Handle

An Egg Carrier built to protect eggs is absolutely necessary

Safety First—The Star System for Safe Egg Handling will deliver eggs WITHOUT BREAKAGE, Winter and Summer, because the Star Egg Carrier contains an ingenious cushion bottom upon which the eggs ride SAFELY.

The present condition of roads—ruts and ridges—offer no perils to eggs delivered with the Star System.

A Time Saver—With the Star System you can put up your eggs during spare moments, like sugar and other bulk articles.

This time saved during rush hours and in actual delivery will, alone, more than pay for the Star System for Safe Egg Handling, to say nothing of the saving of broken eggs, dissatisfied customers, and good-will.

Order One Star System for Each Vehicle You Run

Four Dozen Star Egg Carriers
5000 Star Egg Trays Printed with Your Advertisement
One Package Divisions to Keep Your Star Egg Carriers Always New
HANDLED BY ALL LIVE JOBBERS

Fifty-Nine Per Cent. of the Grocers Delivering by Vehicle Use the STAR and Are Satisfied. Ask Them.

STAR EGG CARRIER & TRAY MFG. CO., 1504 Jay Street - - Rochester, N. Y.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Binder Wanted.

Atco, Ga., March 22, 1915.

To the Editor.

Dear Sir:—Please advise if you make a binder suitable for binding the "Modern Merchant and Grocery World" in periods of six months or one year, and if so at what price.

Very truly yours,
ATCO STORES CO.,
L. Hannon, Pres.

Write to National Blank Book Co., New York City, for prices.

* * *

Brooms and Broom Corn.

Glen Gardner, N. J.,
March 23, 1915.

To the Editor.

Dear Sir:—Can you inform us in what section of the country broom corn is raised in large quantities and put us in touch with some dealers who handle it in a large way? Also, can you tell us where to buy machinery for the manufacturing of brooms?

Thanking you, we remain,
Yours truly,
LANCE BROS.

Broom corn is mostly grown in the Middle West particularly. You can buy it of J. A. Hockett & Co., 16 Vine St., Philadelphia, and Robert T. Patterson, 205 N. Water St., Philadelphia. The former company also has a stock of second-hand and new machinery which they would be glad to show if you would call.

Columbia Broom Works, 1638 North Eleventh St., Philadelphia, have second-hand machinery they would dispose of at a bargain, they say, also.

* * *

Catalogues of Waste Paper Balers Wanted.

New Brunswick, N. J.,
March 22, 1915.

To the Editor.

Dear Sir:—Will you please send me your catalogue of waste paper balers.

Yours truly,
JOHN THOMAS.

We have had this correspondent sent catalogues of the Buckeye Baler Co., Findlay, Ohio; Davenport Manufacturing Co., Davenport, Iowa; Lenmar Mfg. Co., Saginaw, Mich., and the Ypsilanti Hay Press Co., Ypsilanti, Mich.

* * *

Proper Care of Perishable Goods.

Williamsport, Pa., Mch. 20, 1915.

To the Editor.

Dear Sir:—Please accept my thanks for your trouble in securing for me copies of your magazine of past issues bearing on the subject of "The Proper Care of Perishable Goods."

The articles are very complete and I think all retail grocers would profit by studying them.

Thanking you again for your kindness, I remain,

Very truly yours,
HAROLD MILLER,
Manager Simon's Grocery Co.

* * *

The "Commercial Underwriters" Scheme.

Waynesboro, Pa.,
March 23, 1915.

To the Editor.

Dear Sir:—Any information concerning the "Commercial Underwriters," represented by D. O. Friess, 85 Union Trust Building, Harrisburg, Pa., will be appreciated. This collection scheme, "Your Own Collector," seems very feasible, but we desired writing you first concerning it.

Yours very truly,
S. A. FUNK.

We reproduced the form letters used by the Commercial Underwriters in a recent issue and discussed them. At that time they were selling letters to Pennsylvania merchants which did not fit Pennsylvania collection laws at all, and were, as we advised, grossly illegal and improper, and would almost surely cause trouble for the merchant using them, if anybody raised the question.

* * *

Wanted—Ten Cent Articles.

New York, March 19, 1915.

To the Editor.

Dear Sir:—For the purpose of exhibits and sales I will shortly be in the market for certain food products retailing at 10 cents. I will be interested in flavoring extracts, spices, gelatine, corn starch, rice, tapioca, salt, yeast, soap, prepared flour and similar articles.

Can you furnish me the names of a few manufacturers to whom I might write for prices?

Very truly yours,
HOWARD GWINE.

Extracts—Knight Cooking Extract Co., Philadelphia, Pa.; C. F. Sauer & Co., Richmond, Va.

Spices—A. Colburn & Co., Philadelphia, Pa.; McCormick & Co., Baltimore, Md.

Gelatine—Charles B. Knox Co., Johnstown, N. Y.; H. P. Taylor, Jr. (Chalmer's gelatine), Richmond, Va.

Corn Starch—National Starch Co., New York City.

Rice—B. Fischer & Co., New York City.

Tapioca—Minute Tapioca Co., Orange, Mass.; Hills Brothers Co., New York City.

Soaps—Fels & Co., Philadelphia, Pa.; Lautz Brothers Co., Buffalo, N. Y.; N. K. Fairbanks Co., Chicago, Ill.

Yeast—Fleischmann & Co.

Salt—Worcester Salt Co., New York City.

Prepared Flour—Hecker-Jones-Jewell Co., New York City.

* * *

Virtue of Electric Vibrators.

Adamstown, Pa., March 23, 191

To the Editor.

Dear Sir:—Is there any virtue in "Vibrator," electrically operated and advertised by Electric Supply Co., in curing diseases, as they claim it is good? Can it be used by anyone not a doctor?

Who sells vibrators?

Thanking you for the favors already shown, as well as this one, I remain,

Very truly yours,
H. F. SNADER.

We have no knowledge of the particular vibrator you mention, but a good electric vibrator is undoubtedly a good thing. All physicians agree as to that. It merely administers massage, but more thoroughly and more deeply than any human hand can do it. A vibrator, how-

The Week's One-Time Ads.

There are four ads. in this issue that I hope you'll all see, because I'm responsible for them.

One is the ad. of the Sheldon School. They say the Sheldon School has a correspondence course that can fix any man, retailer, clerk or road salesman so he can sell more goods than he sold before. And besides that, he'll know more about business-building in one minute than he knew before in a month. It seems to me if I expected to make my living selling goods, I'd eat up anything I could get that would tell me how to sell more. Why don't you write the Sheldon School for their literature anyway?

* * *

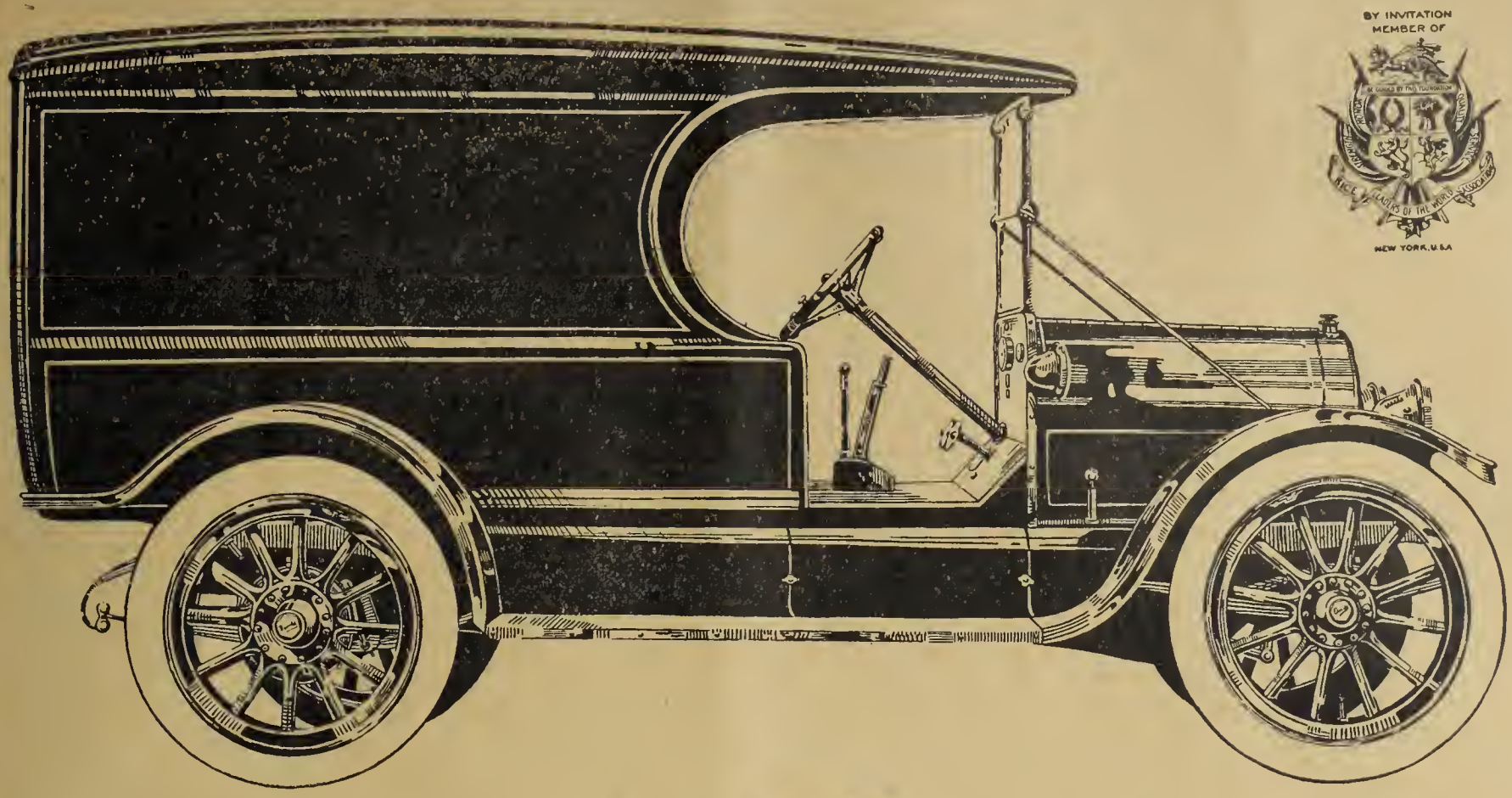
No. 2 is the ad. of the Kingery Mfg. Co., of Cincinnati, Ohio. It's headed "Sell Peanuts and Popcorn." I wrote that head myself—rather neat, don't you think so? These people have a little machine that will make money for any grocer or general storekeeper, I don't care who he is. It pops corn and roasts peanuts and hands them to you to sell hot and fresh. Fresh popcorn and peanuts will sell to nine out of ten people, and they pay a better rate per cent. profit than almost anything you can think of. Do you know that some men live selling nothing except what the little machines turn out?

* * *

There' a splendid waste paper baler proposition for small stores advertised this week by the Ypsilanti Hay Press Co., Ypsilanti, Mich. It's their Wolverine Jr., Baler—sits in a little floor space 14 x 18 inches, and simply eats up your waste paper and turns it into money. Costs a price anybody can afford to pay especially when they're going to start to make money from the investment right off the dot. Go ahead and get their circular.

* * *

Last comes the half page ad of R. S. Matthews, of Birmingham, Ala., who has one of the best books I ever saw for a man who wants to get the last drop of profit out of his fresh meats. Mr. Matthews is one of the cleverest meat cutters in the United States and he has put all he knows in his book, which he calls "The Retail Butcher." For any man who sells or cuts meat this book is the greatest thing that ever happened. For a clerk who wants to learn to cut meats and so increase his wages, it's like a college course. Why this book takes the hog or a sheep apart and tells how to get the money out of every cut. Don't fail to get it, for making more money is any object to you. JIMMY MANDER.



$850
With open body

Equipped with Electric Starting and Lighting System

Overland
TRADE MARK REG.

DELIVERY CARS

Prices f. o. b. Toledo

$895
With closed body

Equipped with Electric Starting and Lighting System

Any Grocer Can Make This Delivery Car Pay for Itself

PROMPT delivery service is the greatest need of your business to-day. The public demands it. When you fail to answer the demand the trade goes to your competitors.

The Overland Delivery Car will save time for you. It makes quick and certain deliveries. It can cover 15 to 20 miles an hour as against four or five for the horses.

Its short turning radius enables it to thread the densest traffic with surprising ease. Left hand drive and convenient controls greatly simplify handling. These advantages make possible the most rapid delivery work.

The Overland Delivery Car costs less than $900. It is an economical means of keeping your own customers satisfied and attracting those of less progressive business men.

It actually pays for itself in rapid delivery service.

"Made in U. S. A."

Write for a special delivery car catalog. Please address Dept. 196

The Willys-Overland Company, Toledo, Ohio

ever, has to be used intelligently, or it may do more harm than good. All the manufacturers send a complete instruction book with their vibrators, and from this it is perfectly possible for a layman to use the machine in ordinary matters. A good plan is to call in a doctor to tell you how to treat a thing with a vibrator. After that you can go ahead yourself.

Parcel Post Containers.

Oley, Pa., March 16, 1915.

To the Editor.

Dear Sir:—Can you inform us where we can purchase egg containers to send eggs by parcel post? Have tried several firms but received no reply.

Yours truly,
P. L. Glase, Son & Co.

Try Benjamin Kessler, Reading Terminal Market, Phila., Pa.

The New York Letter

New York State to Make It Even Harder to Advertise Dishonestly. Radical Change Proposed in Law Controlling Sales of Fixtures, etc., on Installments. Victor Talking Machine Company Loses Suit to Stop Price Cutting. Bill Proposed to Tie Commission Merchants Still More Tightly. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, March 26, 1915.

The New York Legislature is being asked to make dishonest advertising even harder to do than it is now. The Merchants' Association has had two bills introduced with this purpose. The object is to extend the provisions of the present law as to false and misleading advertisements in connection with the sale of merchandise so as to make the provisions comprehensive, and to include certain forms of fraudulent advertisements which have hitherto been omitted because not specified.

The bills extend the law so as to include within its prohibition the circulation of books, handbills or posters or the use of a name which is calculated to mislead as to the quality, composition or constituents of merchandise. The use of misleading bills, cards, signs, posters or other means of attracting attention displayed in any shop window, store front or other place intended, designed or calculated to attract public attention to merchandise, and the dissemination of any statement concerning the reason for price, or the manner of purchase, or the motive or purpose of sale, intended to give the appearance of an offer advantageous to the purchaser, are also prohibited and made misdemeanors.

* * *

Opposition has developed to a bill pending in the Legislature affecting the sale of goods on installments. The bill is important, because almost all the cash registers, computing scales and store fixtures generally are now sold on installments. The new measure provides that whenever two or more articles are sold on the installment plan and a breach of contract occurs, the vendor may retake only articles to an amount not exceeding in value twice the balance unpaid. Under the present law the seller can take the whole article back, the amount paid being lost to the buyer, because considered as rent.

The bill is being opposed because it would greatly restrict the value of the security for payment in the case of goods sold under the installment plan, and that it would unduly and oppressively interfere with the legitimate methods of the greater proportion of installment dealers.

* * *

Considerable interest has been manifested in the trade by the decision of the United States Court for this district in the case brought by the Victor Talking Machine Co. against R. H. Macey & Co., the department store people. Macey & Co. sold Victor machines and Victor records below the list price and were sued by the Victor people, who, it may be said, maintain a tighter hold upon the prices of their products than any other concern in the United States. They lost the suit, as the court said that under the decision of the United States Supreme Court in the Sanatogen case, the patentee of an article had no night to force the retailer to sell his product at specified prices, the reason for this being that the manufcturer had parted with the possession and with title and after that the owner had a perfect right to do whatever he pleased with them, so far as fixing the price was concerned.

The Victor Co. in this case, and in other cases, has tried to get around the law by a very ingenious method of not selling its products to dealers, but merely granting them a patentee's license to sell on condition that they sell at the price fixed by the Victor Co. The court now holds the license scheme to be a subterfuge, adopted merely for the purpose of limiting prices.

* * *

An attempt is being made to amend the present New York State law which requires commission merchants to file a bond and obtain a license from the Department of Agriculture before they can handle farm products on commission. The object of the present law, which has been well carried out, is to prevent fraudulent commission merchants from selling goods on consignment and failing to remit to the owner. The proposed amendment would give the Agricultural Department access to the books of all commission merchants and would also make sellers of cattle, live stock, hides and other animal by-products subject to its provisions. The present law only affects commission merchants in meat, poultry, eggs, dairy products, nuts and honey.

The amendment is generally being opposed by commission men, who also opposed the original law.

Summarized Market Conditions.

Tea quiet after some active Formosa sales; prices steady to firm.—Coffee somewhat uncertain and uneasy. General tone during most of the week has been a little weaker, but week closes with slight advance. Demand is hand to mouth. Prices about steady on last week's basis.—Sugar firm during most of the week, with a little easiness toward the end. Raw market shows slight advance for the week. Refined unchanged.—Future prunes somewhat eas ier and sales have been made as low a 3½ cents in a large way, f. o. b. coas Market is somewhat above that at clos of week. All spot dried fruits are du and unchanged.—Canned fish unchange except tuna, which has been cut sharpl by some of the manufacturers. Cut $1.75 per case on ½s and $2.50 on No 1s, some of the other manufacturer cutting somewhat under this.—Whea has continued firm and unsettled durin the week, market ruling high, althoug some heaviness developed late in th week. The situation largely depend on the ability of the allies to let whea out of Russia.—Flour in slow deman at unchanged prices for the week. No body is speculating in flour at the pres ent time.—Provisions quiet and fairl steady.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

On Familiarity.—Recently you were advised in "Straight Talks" to discourage as tactfully as possible the gossiper—the man or the woman who persisted in making a confident of you and thereby stealing your time.

With equal emphasis we urge you against allowing *Familiarity* to become a habit.

If sin, according to Theodore Parker, is "misdirected energy," surely many undesirable habits are misdirected labor.

Steadfastly keep your mind on that big, broad, safe word—*business*. Not that we are to be stern, not that we must never deviate from its principle by mixing it with jollities and exchanging pleasant courtesies, but our attitude toward a customer should stop there. You are the seller and she is the buyer, and I believe that with few exceptions your efficiency as a salesman will remain at a higher mark if you persist in drawing the line.

Getting familiar is dangerous. It has led to a lot of trouble. It has cost many a good fellow his job and many a one his reputation.

Talking in a familiar way in the store to an attractive woman or girl immediately gives ground for adverse criticism, no matter how unconscious you may be of any imprudence on your part.

If you are a wise boy you will realize that every minute of your time must be taken up selling your stuff, keeping your department up and keeping your mind alert on affairs pertaining to the welfare of the man who pays you to these things.

* * *

Keeping the Cracker Stock Clean Up.—In looking over the display cakes in tins the other day I notic a number of them almost empty. Pe haps a half dozen or more containi from a half to a couple of pounds. made the general display look irregul and somehow suggested inefficie stock keeping.

* * *

I established a permanent counter bo for "mixed cakes at 15 cents per pound placing the balance of these 95 per ce empty tins therein and replacing the with full stock, at the same time pic ing up here and there slow sellers alo with a few Mary Anns, Atlantics a Fig Bars, with others that sold in t neighborhood of 15 cents, some less a some more, but making the whole mi ture profitable at the price.

* * *

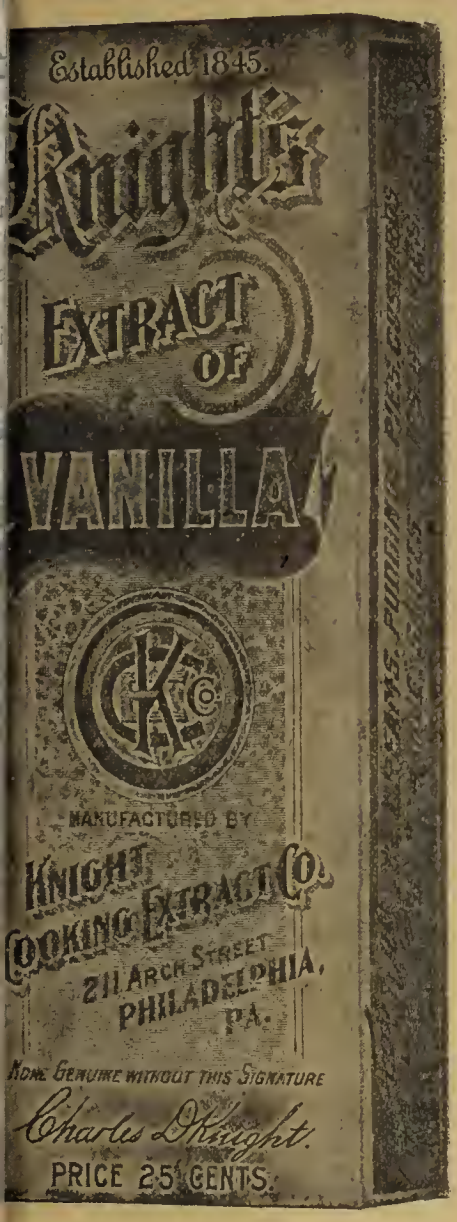
The thing worked so well that we ha to constantly draw on our full stoc and what was originally intended clean up odds and ends resulted in big increase in sales on the general lin

Besides, it overcomes the nuisance putting in a few of this kind and a fe of that kind and two or three of t other and then having to guess at the value. No doubt you have had th experience.

Try the counter box to overcome thi as well as keeping your stock cleane up.

PATENTS
and Trade-marks procured promptly
—and properly in all countries—
Davis & Davis, Washington, D. C

This Tells the Tale



A product which has been on the
arket fifty-eight years is a produc
hich has stood the hardest of al
sts—the test of time. "Knight's
ooking Extracts" is a phrase familia
man, woman and child, from the
tlantic to the Pacific and from the
akes to the Gulf. It is easy to tel
hy; no housewife ever had a bot
e go back on her and no house
ife ever will. Good extracts mus
e on your shelves. Grocers, i
ou sell Knight's Extracts we nee
ay nothing more to you; if yo
on't, we want one order from yo
—we are sure of more. You ar
ertain of their absolute purity an
good profit.

KNIGHT'S
Cooking Extract Co
No. 211 ARCH STREET
PHILADELPHIA, PA.

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

Do You Remember This?

¶ Remember how many cereals have come and gone since **Wheatena** first appeared. Yet **Wheatena** has gone forward and sold better every year than the year before. Why? Because it is totally different than all the others—it stands alone. **Wheatena** is the hearts of the finest wheat that grows, prepared, packed and guaranteed quite differently from anything else. You will know this if you handle it.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

AT WHOLESALE GROCERS EVERYWHERE

"Pfeiffer & Diller's"

KOSYR

TRADE MARK
Registered U. S. Patent Office

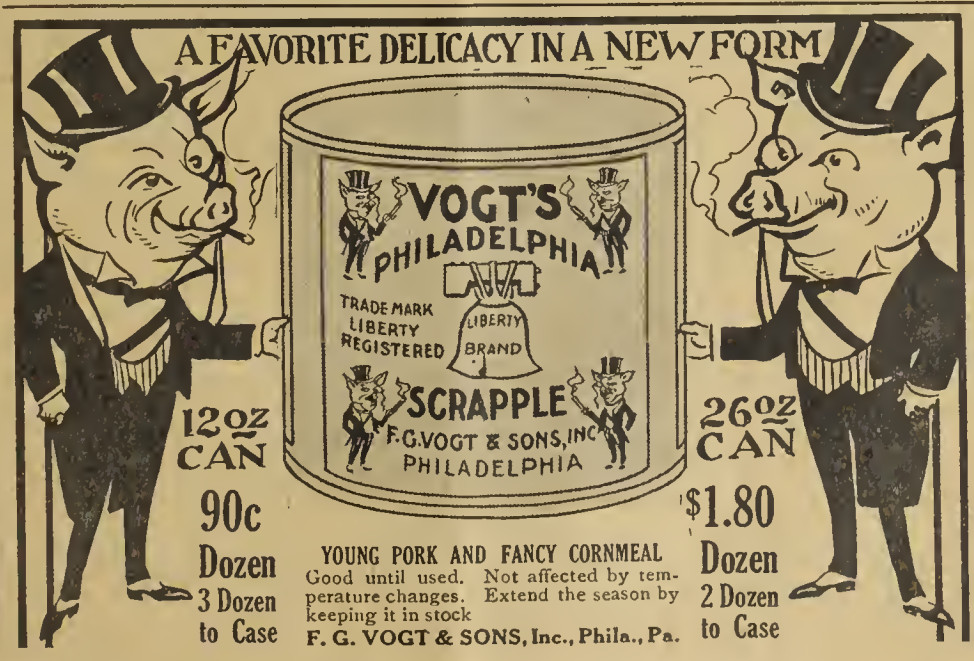
The Best Coffee Addition in the World

Stack a dozen tins on your counter, and you will be surprised at the ready and repeat sales of this high-grade article.

1 dozen 4-ounce tins to the carton
50-4-ounce tins to the box

CHAS. STRICKLER & SONS, Philadelphia, Pa. Sole Agents for U. S. A. and Canada

A FAVORITE DELICACY IN A NEW FORM



YOUNG PORK AND FANCY CORNMEAL
Good until used. Not affected by temperature changes. Extend the season by keeping it in stock
F. G. VOGT & SONS, Inc., Phila., Pa.

Coffee Sermonettes

No. 3—Blending vs. Mixing

TEXT. There are certain animals with which the Lord didn't intend white men to fool.—

Old Gorgon Graham.

A Philadelphia coffee roaster has spent two-thirds of his life studying coffee blending and to-day he admits he has still a lot to learn.

Same here. We inherited a fondness for coffee. We've devoted all our life to the subject, and about the toughest factor in the proposition has been learning how to *blend* coffees properly.

Be careful not to fool around the blending of coffees. It's a serious business. First thing you know you'll get a kick from behind that'll upset the confidence of all your customers and the next thing you know your competitor will be getting their trade.

There is an art in blending coffees. Just mixing them won't do. It's something like making a mayonnaise dressing. You mix several ingredients of an entirely different nature together and the result is a delicious blend. But as it takes an artist to make good mayonnaise, so is expert knowledge necessary in making a smooth blend of coffee.

While we don't know all about the subject by any means, we know enough not to fool with it, and we have evolved a blend or two which have caught on remarkably well here and there. Write to us. We'll be glad to tell you about blends for your particular locality and about the Survival value of Hariseo Standardized Coffee.

The
William B. Harris Co.
Cup Quality Experts
Teas, Coffees, Spices
65 Front Street New York
(Copyright)

The Grocery Markets

Tea.

The tea market shows no change for the week. With the exception of the lower grades, the market remains the same, speaking now of both medium and higher grades. Demand is fair and market in very good shape. Holders of tea have had a remarkably good season, the comparatively small supply having assured a good demand at prices which insured a satisfactory profit. Low grades are in the same condition as previously reported, very scarce and very high.

Coffee.

The coffee market, speaking now of Rio and Santos, continues in a somewhat unsatisfactory weak and dull condition. The demand is very quiet, and prices are no more than steady on last week's basis. Buyers are taking stocks for actual wants only, and everything it quiet, with the exception of the higher grades of Rio and Santos, which are scarce and are taken at somewhat of a premium. Mild coffees are unchanged for the week, demand being light except for very fine roasting grades. Prices are unchanged. Mocha remains scarce, high and in very light demand. Java unchanged and quiet.

Sugar.

The sugar market is firm, both for raw and refined, and there would appear to be no prospect of any decline in the near future. The deficiency in the current Cuban crop continues to increase, and this, with the prospect of a large demand from England in the near future, has created a very firm situation. At this writing raws are quoted at 4.95 cents, with a prospect of advance. The minute refiners try to buy the price moves up. Refined sugar is unchanged on last week's basis with some refiners, but others have advanced to 6 cents; demand fair.

Syrup and Molasses.

Glucose shows 10 points decline for the week and so does compound syrup, which is quiet, on account of the advancing spring season. Sugar syrup is in the usual quiet demand, nobody buying it except for manufacturing purposes, and molasses is also dull and unchanged.

Fish.

There has been no change in mackerel during the week, and practically all the spot stock of Norway is in the hands of the representatives of the combination. Prices on the other side are even higher than the present comparatively low prices here. The demand for mackerel is fair, with no change for the week. Cod, hake and haddock are practically over their winter trade and the demand is light, at ruling prices. Salmon of all grades is unchanged and comparatively quiet. In the East jobbers are complaining because they are compelled to sell it so near to cost, and in the West the jobbing trade seems to be perfectly satisfied with the profit they are making. Those who know claim that the spot stocks of salmon throughout the country are much less than usual. Domestic sardines are unchanged on last week's basis, but the situation and the outlook are quite firm. There are almost no mustard sardines about and very few carton goods. The packers are talking opening the new season at a large way price of $3.25, f. o. b. factory. The new domestic sardine season opens about April 10th. One of the features of the week has been a sensational cut in the price of tuna fish, this cut being by one of the principal packers, who reduced his prices $1.75 to $2.50 per case, according to size. This cuts his price far below the next highest and sets the market wide open. As a matter of fact, the market for canned tuna fish has always been more or less uncertain and unsettled.

Canned Goods.

Tomatoes show no change for the week. Prices are exactly where they were a week ago, with demand very light. Nobody seems to have very much confidence in the tomato market and they are buying as they need. Corn is in the best positon of any canned product at present, and the demand is very fair on spot at steady prices. Cheap peas are also selling at very low rates. Apples are cheap and dull. California canned goods show no change for the week, but it is developing that the surplus of last year's canned peaches will be very large, as stock seems to be sifting about, not only in packers' hands, but in retailers' and jobbers' hands, and is very hard to move. Small Eastern staple canned goods are unchanged and quiet, spinach being still high and firm.

Dried Fruits.

Prunes are very dull. Prices are unchanged, both on spot and for future delivery. New York reports some business, but it is said that everybody seems to be complaining. Peaches are very abundant, very cheap and very dull and there will also be a probable unsold surplus when the season ends. Apricots are quiet and unchanged. Raisins are dull, especially in the East, at unchanged prices. Currants and other dried fruits in fair demand for the season at unchanged prices.

Beans and Peas.

Domestic pea beans are unchanged from a week ago. There is a great uncertainty about the situation in which the principal factor is the foreign demand. Any increase in facilities for getting goods abroad would result in a quick advance in price. Marrows are unchanged and quiet. California limas are perhaps slightly easier than a week ago, although not much; the demand is fair. Green and Scotch peas are unchanged and quiet.

Butter.

The butter market is active on the present basis of price. Consumptive demand reported very good and the outlook is for an even lighter supply of the best butter within the near future. Therefore if any change occurs it will likely be in the way of a slight advance. There are still some storage butter available, but it is in light demand, and the market is only steady. No immediate change seems in sight.

Eggs.

The egg market is firm on the present basis and the quality arriving is the best of the year. Already some eggs are going into storage. Old storage eggs are about exhausted and are not wanted. The trade is almost entirely supplied with new-laid stock. The opening of the storage season will probably steady the market.

Cheese.

Cheese is steady and unchanged, with an increased consumptive demand. Nothing appears to indicate a radical change in the near future. Stocks are deere ing steadily and the market is healt

Provisions.

All smoked meats are steady and changed, with a slightly increased c sumptive demand. Pure lard and co pound are both steady and in small mand; prices unchanged. Barre pork, dried beef and canned meats unchanged and quiet.

MARKET NOTES.

There are plenty of spring vegetal in market now, mostly from Flori but prices are rather high.

Cucumbers range from $1 to $1 per dozen; demand small, because high retail price.

New potatoes—all from Bermuda range from $6.50 per barrel for No. to $8.50 for No. 1. Demand good.

Florida strawberries are plenty a range from 25 to 35 cents per b Therc is hardly an honest box of berr coming from Florida, meaning berr which run as good underneath as th

Weekly Window Display Suggestions

A Nifty Easter Display.

To arrange this window display cover the bottom of the window with white crepe paper and the entire back, if possible. At each of the four corners of the window stand a nice stalk of celery. In the center of the rear, turn a peach basket upside down, cover it with a couple of burlap bags and then arrange heads of lettuce all around it. On top of this put a large basket of fresh eggs. Put a bow of crepe paper at the top of the handle then run a length of smilax from the top of the basket to each corner, fastened underneath the celery. At each side of the window, near the center arrange a pile of vegetables, such as green onions, turnips, beets, carrots, cabbage, sweet and white potatoes. Then cut a long strip of cardboard several inches wide, cover it with crepe paper, bend in the shape of an egg, fasten it to the bottom of the window and fill it with different kinds of fruit.

on top. Judging Florida shippers the way they pack strawberries, they rascals.

—

lorida tomatoes of good quality are ce and range from $3 to $4 per box. nand good.

—

alifornia asparagus ranges from $4 $6 per case of a dozen bunches. The lity is good and the demand light.

---

liver Your Eggs Without Breakage.

ll of you know the trouble you have h the delivery of eggs—how many nplaints you receive about broken s. Your complaints and trouble van- with the use of the Star Egg Car- System. The Star System was de- ed to deliver eggs without breakage, i it does it, because of an ingenious hion bottom upon which the eggs e safely. The Star Egg Carrier Co., 4 Jay street, Rochester, N. Y., will dly furnish you with prices and the nes of dealers using their system.— vt.

ROM OUR HARRISBURG (PA.) CORRESPONDENT

(Continued from page 9.)

ness in the county. If the appli- ant for a license has more than ne place of business in the county, separate license shall be required for each place. Every building or part of a building shall be deemed a separate place of business where trading stamps are sold or fur- nished, or where the personal prop- erty to be exchanged for the trad- ing stamps is exhibited.

Sec. 5. Any person violating any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof the person, if an individual or the members of a copartnership or association, or the officers and directors of a corporation, as the case may be, with guilty knowledge of the fact, shall each be sentenced to pay a fine of not less than $1,000 nor more than $5,000, or to undergo an imprisonment not exceeding two years, or both, in the discretion of the court.

Sec. 6. This act shall become effective on the first day of July, 1915.

Sec. 7. All acts or parts of acts supplied herewith or inconsistent herewith be and the same are hereby repealed.

* * *

The usual bill allowing the attachment of a portion of debtors' wages for debts due for food, clothing and other necessaries has appeared in the House, being House Bill 1,021, introduced by Mr. Cromer, of Alleghany County. The bill would allow the attachment of 10 per cent. of debtors' wages. Its text is as follows:—

AN ACT

Authorizing the attachment of 10 per centum of wages or salary due defendants in judgments obtained for food, clothing or other usual necessaries of life; providing for the payment of the costs in such attachment proceedings and limiting the amount of exemption to be allowed defendants in such judgments.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the

THE
Wolverine Junior
Steel Waste Paper Baler

Turn Your Waste Paper Into Money

Occupies but 14 x 18 inches floor space. Fills a long-felt want in small stores where amount of waste paper would not justify large machine. Any size made to order. Send for circular.

Ypsilanti Hay Press Co.
YPSILANTI, MICH.

SAVE TIME RISK MONEY

Invest $25 to $75 in a Schick All-Steel Baling Press—the capital will be returned to you inside of a year, with liberal interest besides. The paper, straw, rags, shavings, excelsior, etc., you now burn up, or pay someone to haul away, can be baled and *sold at a good* price—if you use the

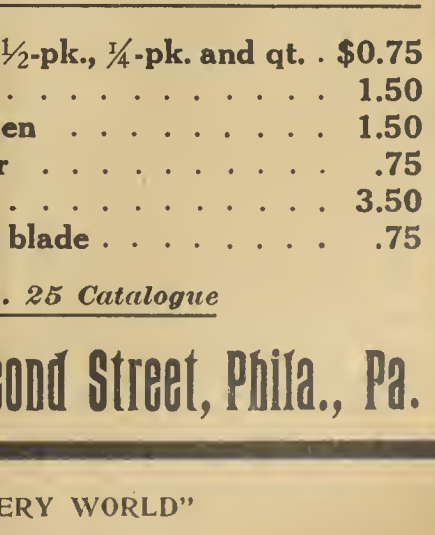
ALL STEEL Schick FIREPROOF
BALING PRESS

Absolutely fire-proof—takes up little room—provides safe storage for waste and eliminates fire risk—lowers insurance rate—pays for itself and earns money for you. Right size for every shop, store or factory—sold on

TEN DAYS' FREE TRIAL

Write to-day for catalog No. 64, **FREE TRIAL OFFER** and information about selling waste at a profit.

Used in Uncle Sam's Post-Offices



THE DAVENPORT MFG. CO.
DAVENPORT, IOWA.

THE
Special Price Continues

NONE SUCH MINCE MEAT
"LIKE MOTHER USED TO MAKE"

$10.80 per gross (except in the Far West)
In straight ¼ gross cases
—AND—
½ gross cases (3 packages free)

Ask Any Jobber

MERRELL-SOULE CO.
SYRACUSE, NEW YORK

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde,** Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.

Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

Parcel Post Free

Set of Standard Dry Measures, ½-pk., ¼-pk. and qt.	**$0.75**
Butcher's Frock Coat, each	**1.50**
Grocer's Long Aprons, half dozen	**1.50**
Hanging Bag and Twine Holder	**.75**
Swiss Cheese Slicer	**3.50**
Cheese Knife, 12 inches, tinned blade	**.75**

Write for My No. 25 Catalogue

H. F. HEACOCK, 51 N. Second Street, Phila., Pa.

authority of the same, That whenever hereafter judgment shall be obtained in any court or before any magistrate, alderman or justice of the peace in this Commonwealth, upon any contract for food or clothing or other usual necessaries of life furnished to the defendant or members of his family, the plaintiff therein, in addition to the remedies now provided by law, shall have the right to attach wages and salary due or owing to the defendant to an amount not exceeding 10 per centum thereof, and any sum so due or owing as wages or salary may be attached to the extent of 10 per centum thereof.

Sec. 2. The costs in any such proceeding shall first be paid and the judgment debt and interest thereon shall then be paid to the plaintiff from the wages or salary so attached, and if the amount attached shall be insufficient to pay the amount of said judgment debt, interest and costs in full, then further or successive attachments may issue until the whole of the judgment debt, interest and costs be fully realized; provided not more than 10 per centum of the wages or salary due defendant at any one time shall be liable to such attachment or attachments.

Sec. 3. From and after the passage of this act no exemption of property from levy and sale or attachment on any judgment so obtained shall be allowed to the defendant or defendants therein in excess of 90 per centum of the amount of wages or salary due such defendant or defendants.

Sec. 4. All acts or parts of acts inconsistent herewith be and the same are hereby repealed.

The garnishment bill has been referred to the Judiciary Special Committee, which is composed of the following members: S. A. Whitaker, Chester, chairman; T. F. McNichol, Philadelphia; John Reynolds, Philadelphia; H. M. Showalter, Union County; Judson W. Stone, Bradford County; T. P. Geary, Allegheny County; Geo. P. Baker, Washington County; John Swan, Jr., Allegheny County; H. T. Bauerle, Philadelphia; F. Beyer, Philadelphia; A. B. Garner, Schuylkill County; L. C. Glass, Philadelphia; Joseph Evans, Jr., Luzerne County; J. E. Sones, Schuylkill County; Max Aron, Philadelphia; J. C. Wobensmith, Philadelphia; J. W. Swartz, Dauphin County; J. O. Campbell, Butler County; W. C. Graham, Philadelphia; A. D. Lauer, Allegheny County; Edward Lindsey, Warren County; I. N. Kuhn, Greene County; Wm. K. West, Montour County; H. B. Lanius, York County; W. M. Benninger, Northampton County.

* * *

The bill allowing chicory and coffee to be mixed and sold has finally passed the Senate and now goes to the House. The text was published in a recent issue.

The House has finally passed the bill referred to last week, making it a criminal offense to pass a check without an account, or with insufficient funds to cover it. There were only four votes against it. This bill had previously passed the Senate.

* * *

The uniform partnership bill has passed second reading in the House. This measure is practically certain to become a law.

* * *

The Senate has finally passed the bill prescribing a standard for fruit baskets and other containers.

* * *

The bill to repeal the present cold storage act, which has passed the Senate and was about to pass the House, has been taken from the Committee on Judiciary Special and given to Health and Sanitation Committee, wh will give hearings upon it.

R. O. M.

Prepare Now for Housecleaning Time.

With the advent of spring ev woman thinks of cleaning her hous they all want to "house clean," and t do it. Why not give them some ad tional help this year by making th work easier and more beneficial having them use "C N," a combi cleanser, disinfectant, deodorant a antiseptic. "C N" should be used all manner of cleaning and disinfe ing around a house or store. It is o of the products of the West Disinfe ing Co., of 12 E. Forty-second stre New York, and is being advertised help your sales. The firm will gla furnish an attractive window display Advt.

The Modern Business Builder.

By CHANNING BARNES.

Emerson, Elbert Hubbard or some one has passed on that famous bromide about the man who can make a better mouse trap having a beaten track to his door. The intimation is that the world will be camping all over his front lawn waiting for him to turn out mouse traps in exchange for coin of the realm.

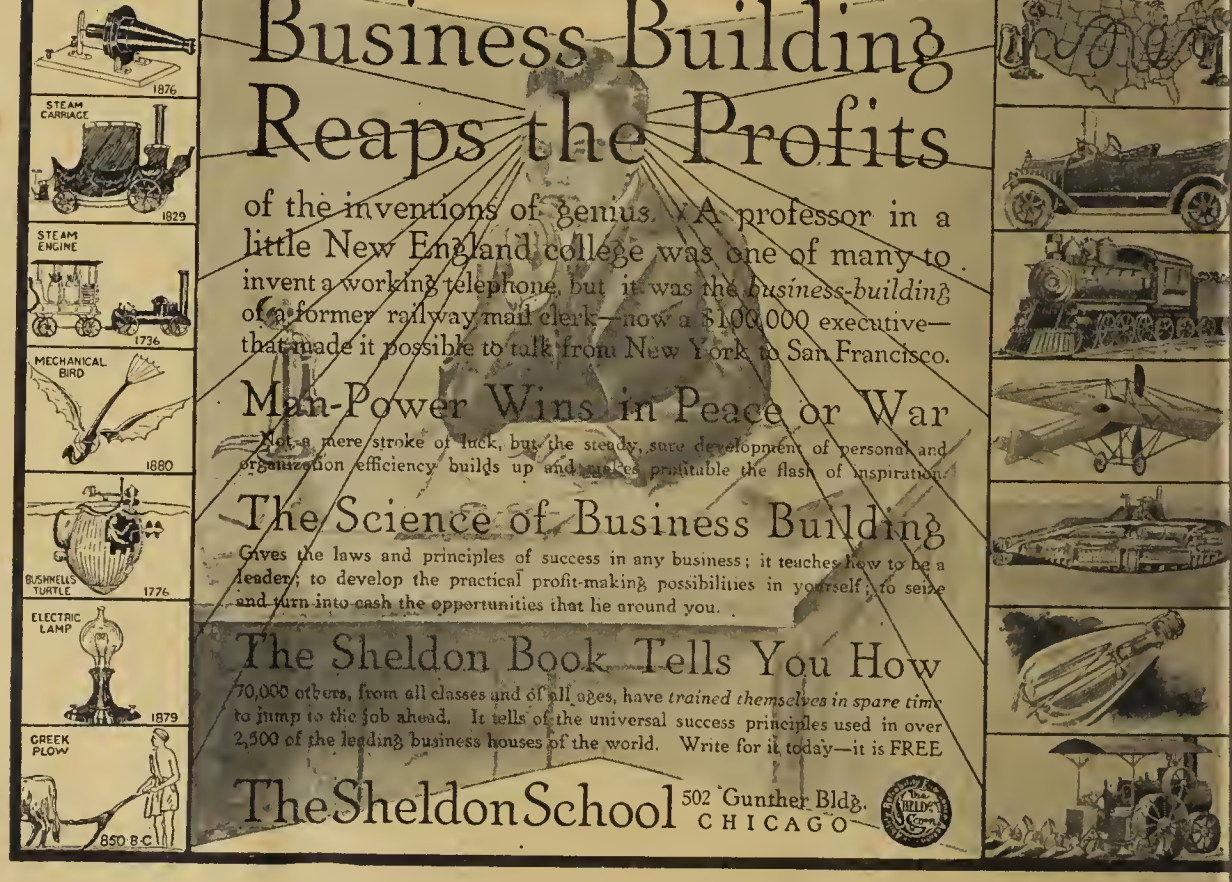
It's a mighty inspiring sentiment and gives one a strong mental vibration to take pains with his work. But, like all epigrams, it is only a part truth. You or I might invent the finest, ball-bearing, double - back - action mouse trap conceivable, and yet the world would not make a beaten path to our door, would not buy our mouse traps—and in all probability we would starve to death or get out and hustle, selling from door to door the ordinary 10-cent trap that the public is used to.

Why would we fail? Because the "world"—that is, the people in it—are very busy folks. They have each his own little mouse trap factory to look after—have to hustle for a living. They have each his own pleasures, ambitions and sorrows, which we must concede keep us all fairly busy from sun-up to sunset without hunting for the inventors of any new-fangled mouse traps.

A successful mouse trap business involves a whole lot of things besides the invention and manufacture of a good rodent catcher.

So with any business. Its success depends upon the keeping in balance, and at the same time the energetic prosecution of all possibilities in its executive, production, selling and advertising and financial sides.

Such activities in modern business, when carried on successfully, are properly classed as business building and the "know how," or the correct methods by which business success is gained is properly designated as the knowledge powers of some business builde How about you? Are you a busine


FIRST TELEPHONE
1876
STEAM CARRIAGE
1829
STEAM ENGINE
1736
MECHANICAL BIRD
1880
BUSHNELL'S TURTLE
1776
ELECTRIC LAMP
1879
GREEK PLOW
850 B.C.
Business Building Reaps the Profits
of the inventions of genius. A professor in a little New England college was one of many to invent a working telephone, but it was the business-building of a former railway mail clerk—now a $100,000 executive—that made it possible to talk from New York to San Francisco.
Man-Power Wins in Peace or War
Not a mere stroke of luck, but the steady, sure development of personal and organization efficiency builds up and makes profitable the flash of inspiration.
The Science of Business Building
Gives the laws and principles of success in any business; it teaches how to be a leader; to develop the practical profit-making possibilities in yourself; to seize and turn into cash the opportunities that lie around you.
The Sheldon Book Tells You How
70,000 others, from all classes and of all ages, have trained themselves in spare time to jump to the job ahead. It tells of the universal success principles used in over 2,500 of the leading business houses of the world. Write for it today—it is FREE
The Sheldon School 502 Gunther Bldg. CHICAGO

and universally applicable, the science of business building.

And it's the *business builders* that get there!

It is the wonderful organization building, business building powers of Edison that have made electricity a necessity for countless purposes rather than the inventions of his genius.

There are places in Egypt where you will see the fellah scratching the soil with his crooked stick plow. Is it because there is no better tool yet invented? No, it is because he has not been touched with business building efficiency ideas. In time his fields will be turned four, six, eight furrows at a lick.

So we see that all inventions, all of the manifold activities that make for civilization and progress must in every instance be passed through the brains of the business builders to reach their highest perfection.

People in the mass, left to themselves, are slow to take up new things. Most men run on a single track system of their own devising and are slow to progress unless hit by the persuasive builder? Do you want the great r wards that come to those canny, e ergetic men that "serve best," first the fellows, and so themselves.

If so, you don't have to sit aroun until you get some bright idea, inve a new mouse trap, or until "somethin turns up." Learn the science of bus ness building—the underlying principl that build a great store, that criss cross a map with a network of rail that will, in a few short years, mak the aeroplane as much of a constructiv asset as it is now a destructive force.

Learn how to sell yourself to thi good old world, how to grasp the ta of circumstances and snap their head off if they don't behave, instead of b ing chased by them all over the lot.

You can do it—any one can do i To be sure, it takes more real effort t train for business building, to delibe ately work your way to success by sur and painstaking methods than to si back and let something nice fall int your lap—if anything like that ev does happen. But, then, the reward are certain and infinitely more abun dant.

Advise Your Customers

That by using

MAPLEINE

as a change of flavor, desserts and dainties will taste different and better.

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower, in good condition and cheap, describe fully.

Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

Wanted—a Used Keith Credit Register

Give full specifications, including year purchased, type of register, condition and price wanted, also cost price. Address "R. O.," Modern Merchant and Grocery World.

The Power Back of The Westfield Movement

Last week you read of this nation wide educational campaign for pure foods

This great force is being put to work to make money for you as the Westfield Pure Food Store, and is being paid for by the manufacturers whose products are shown below on this page.

This big pure food movement is being harnessed to sell the products of these manufacturers over the counters of your store.

Westfield, Massachusetts—The Pure Food Town, has endorsed these goods and Westfield is nationally looked upon as a certification which means more to the consumer than the government food laws.

One hundred and three of the biggest and strongest newspapers are bringing to each city—to your city and the people who pass your store—the Westfield story.

Week after week this big Westfield Pure Food Campaign is running in your strong local paper and the certified Westfield Pure Food Products shown on this page have been brought to public attention.

Why not avail yourself of the prominence given this big national movement and make your store the buying spot for the quality products that are advertised in this campaign each Thursday in your strong local paper? Products that Professor Allyn has analyzed at Westfield are found pure, clean and wholesome.

A postal or letter to Dealer Service Department, McClure Publications, Inc., McClure Building, New York, will bring you a copy of The Westfield Book of Pure Foods—a Westfield Transparent Sign for your windows—and a 56-page book in full colors offering suggestions on window trimming. All free.

Push these Products and profit by their advertising.

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

Some Guessing Stunts.

Seems to me, if I had a store in a small town, I'd have some kind of a contest at least once every year, to sort of stir things up. Things like that don't go so well in a city, because nobody knows what anybody else is doing in a city. But in a small place of four or five thousand, everybody's on to everybody else and you can stir up the whole place with one spoon.

What's started me on this was a contest that a customer of mine has just pulled off in a little place with only 2,500 people in it. It has a little paper and he and the paper worked together. It was a prize to the girl under 21 that got the most votes—nothing much to it, but the people out there sold their pants to get votes. There were two fist fights before it was done, and the town went wild.

Where he got off was that every cent spent at his store was good for one vote. He gave out tickets good for so many votes, and the way those tickets were bought and sold was the limit, he told me.

And business! Holy heck, he says he never had so much business! Biggest thing he ever did in his life, he says.

I told him I thought he might have done even better if he'd made it some kind of a guessing contest where everybody has a chance to get the prize. When you have a contest over who gets the most votes, there's a whole lot of girls that know they couldn't win, and they ain't interested, except that they might work for somebody else, and that's kind of cold fun.

I'd make it a guessing stunt that the little dago humpback that shines your shoes could win as well as anybody else.

I've often wondered what's become of that hoary-headed old game—guessing on the number of beans in a jar. I used to meet that old thing everywhere, but I ain't seen it for years. Sort of wore out, I suppose, like everything does.

But there's a lot of other guessing stunts you could have. I told one of 'em, just off hand, to my customer that worked the voting contest. He's got a fat clerk Bill that everybody in the place knows—he's the butcher and he's simply a great big gob of good healthy fat. Like all us fat fellows he's a kind of butt.

"Give a prize for whoever guesses nearest to the size of the calf of Bill's leg," I said. "Everybody knows Bill, and they'd figure out that all they had to do was to hunt up a nail keg somewhere and measure it, and they'd hit it about right. It would be a cinch."

Why he held up his hands in holy horror! Thought that would be undignified! What d'ye know about that? Dignified be darned! If it would sell goods that part of it could go to thunder.

I didn't waste any more bright thoughts on him, but I could have given him a lot more just as nifty. I'll tell *you* though, because you've always treated me like a lady and have never kicked me twice in the same place.

If I had a store, I'd pull off stunts that would tear 'em wide open. For instance, hunt up somebody in the place that had the hives, and make people guess on how many spots'll come out before they're over. Why that would get in the New York papers—the man that worked that would get a name for himself over night. "Little Jimmy Jackson, the talented 5-year-old son of our worthy livery stable keeper, Mr. Charles Jackson, rigs at all hours, nothing but pure Arabian steeds, satisfaction guaranteed, has the hives. We offer three prizes to the persons guessing nearest to the exact number of spots that will appear on little Jimmy before he's well. Members of Jimmy's family and Dr. Petey, our eminent local physician, office hours 8 to 11 A. M.; 3 to 5 P. M., who is attending Jimmy, cannot compete. A free-for-all contest, and fair to everybody."

Why, by the great hully gee, I can see 'em falling over each other now to get in on that! Chance is you could coax Jimmy's mother to let you show him in the window for an hour or so every day. Gee whiz, what a scheme—what a scheme!

If little Jimmy had the hiccups, you could work the same stunt too, only it would be how many times he'd hiccup in one day. Pay somebody a dollar to follow the ki around and count 'em.

There's a million good live stunt like this you could work, and th big thing about 'em is that every body could go in. Make every cen bought count with you and you'v got the whole town by the tail!

I sometimes think I'm throw away on the road. You can't wor a single stunt on the road—it' just sell goods, sell goods, se goods—in the same old way tha Adam sold his fig leaf suits. Some times I blame near burn up to g into a retail store and open her wid open. Who'll pay me ten thousan dollars a year to work stunts fo 'em? I'll guarantee I'll make any body's store that will do that th most talked about place this sid of the old Pacific ocean!

THE STROLLER.

Marshall Field & Co. Say Dry Good Business is Slow.

Marshall Field & Co., in their week review of the dry goods trade, say:—

Current wholesale distribution of dry goods is below that of a year ago. The recent heavy snow storms throughout the West and Northwest made country roads almost impas-

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

sable, which was a factor in retarding retail distribution.

Road sales on fall lines show an increase over those of the corresponding period of a year ago. More merchants have visited the market than during the same week last year. Collections are fair.

Pennsylvania Organization Notes.

Allentown grocers and butchers held important "get-together" meeting on onday, March 15th, at Crocker Hall. bout 80 were present. President Shelig presided. After an enjoyable supr had been server, Organizer Smedy was introduced. John Harper, of e Bowen Grocery Co., made an interting talk on "Credits." Music was rnished by the Octette Orchestra. he evening was highly enjoyed by ose present and indications point to great increase in membership as one the results. Secretary Driesbach is orking hard to make the organization seful and successful.

* * *

On Tuesday, March 16th, Organizer medley met the merchants of Ashland id assisted in organizing an associaon of 94 members. E. C. Price was lected president; Jno. J. Stieff, vicesident; A. K. Walters, treasurer; C. rank Walters, secretary; Executive ommittee, Geo. Gearhart, A. Wallauer nd James Monahan. The association arts out well and every indication oints to a successful organization. A. . Eckert, H. R. Knapp, W. J. Sheldon, f Pottsville, made interesting talks and ided greatly in the work. Quite a delgation of Pottsville merchants were resent and by their presence added uch encouragement.

On Wednesday, March 17th, the Organizer was the guest of the newly ormed association at Minersville. A arge delegation of Pottsville merchants vere present. The Organizer made an ncouraging talk, showing the benefits o be derived from organization. At he conclusion of the address 17 new ames were added to the roll of membership. Ira B. Jones, the secretary of he association, is a live wire hustler and vill bend his best efforts towards making the association one of service to the community.

* * *

Ou Thursday, March 18th, the Organizer addressed the newly formed Ma anoy City Association. The meeting was held at the Eagles' Hall and was attended by about 125 merchants. President Gruber introduced D. J. Gynon as presiding officer and he outlined the work of the association and introduced William Smedley as the speaker of the evening. Afterwards addresses were made by W. J. Sheldon and H. R. Knapp, of Pottsville. At the conclusion of the addresses a large number of applications for membership were acted upon. Lunch was then served.

During the brief life of this organization it has accomplished a lot. Has killed several premium schemes. Established an auto bus line. Driven out some bogus sales. Hit fake and misleading advertising. Arranged to tax transient merchants. Has arranged for better train service and established an auto bus line. Is now at work on a "buy-at-home" campaign. The officers of the association are live business men. The association has 113 members.

* * *

The annual banquet of the Muncy Association was held at the Crawford House on March 19th. Sixty-five business men were present. Owing to the illness of President Harter, W. K. Cuddy acted as toastmaster. Addresses were made by William Smedley, Dr. Allbright, Clarence Gowers, W. H. Baughop, Postmaster Wood, John Dunlap and County Commissioner Brass. The Muncy Association is one of the best in the State and has accomplished a lot of good. It publishes its own newspaper, "The Progressor," and the trade of the town has been greatly increased through the efforts of the organization.

* * *

The Williamsport Association has secured the consent of the city to pay for the current used in the new lighting system and is arranging with Councils to keep the streets sprinkled through the spring and summer months.

* * *

Mr. Smedley will organize the merchants of Lehighton on March 29th.

* * *

The Homestead Association admitted 11 new members at its last meeting.

* * *

The result of the district convention held at Pottsville on February 18th is the organization of Minersville and Ashland and co-operation at Mahanoy City.

* * *

Since the Philadelphia convention the following associations have been organized: Nanticoke, Sewickley, Farrel, Beaver Falls, Ambridge, Ashland, Minersville, Mahanoy City.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

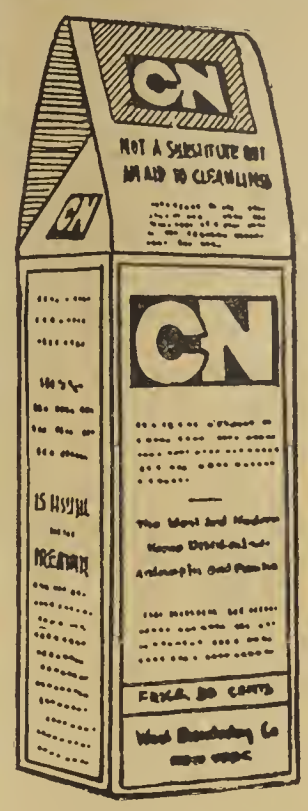
Registered U. S. Pat. Off.

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

HERE'S A MONEY MAKER!



The Yellow Package with the Gable Top

Are You Ready to Meet the Increased Demand for

TRADE CN MARK

that our advertising campaign for 1915 is bound to produce for Grocers?

This combined CLEANSER, DISINFECTANT, DEODORANT and ANTISEPTIC for household use is a SURE SELLER.

Link your store with our campaign by placing one of our attractive window displays to establish the fact that you have CN for sale, and

HAVE IT ON HAND TO MEET THE DEMAND!

WEST DISINFECTING COMPANY

MANUFACTURING CHEMISTS

HOME OFFICE: 12 E. 42d St., New York, N. Y.

BRANCHES IN PRINCIPAL CITIES

HERE IS YOUR QUESTION ANSWERED

Why put in **Croft's Swiss Milk Cocoa** when you are selling five brands now? Well, because it is different from the rest, for one reason. It is the only cocoa packed in glass. It stands alone, and you know how novelty helps a thing to sell. The grocer who infuses a little novelty into his business is the grocer who succeeds.

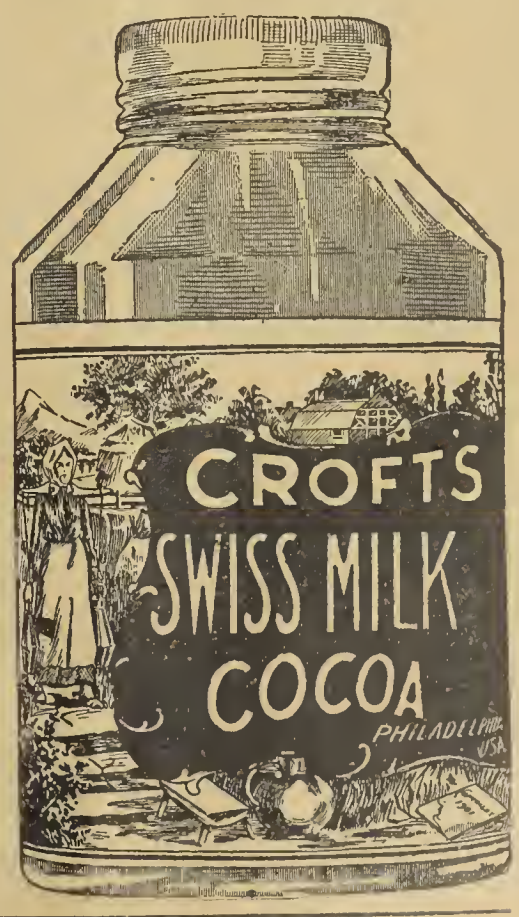
Another thing, **Croft's Swiss Milk Cocoa** is better than the rest. That isn't a bluff, honestly. We take out of our cocoa, in the making, a substance which other manufacturers allow in, greatly to the injury of the flavor of their goods.

Now do you know why you should sell it?

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes



CROFT & ALLEN CO. *Philadelphia PENNSYLVANIA*

CCCIV.—Two Questions Involving Restraint of Trade.

It is exceedingly interesting for one outside of business, but still to some extent associated with it, to watch the efforts which wholesale and retail distributors are making to avoid having to sell goods that for any reason they consider undesirable, mainly, of course, because the price has come to be cut, and there is no longer any profit in them if they are sold at the current rate. As the influence of national advertising increases, so the ingenuity of the distributors is more and more being drawn upon to invent some plan by which they can get out of selling some article without antagonizing their customers too much.

Some of the methods used are perfectly legal, while others are without doubt illegal, and an infraction upon the rights of the manufacturer whose product is involved.

By a curious coincidence, I have just received two inquiries from widely separated correspondents, touching on two closely related phases of this very question. One comes from Pennsylvania and the other from Minnesota, showing that the problem is not one of territory. Both are from manufacturers of proprietary trade-marked articles:

No. 1.

Minneapolis, Minn., March 22, 1915.

We are manufacturers of a trade-marked specialty, as you will note from our letterhead. We have one large customer in this territory—a retail house—with whom we are having considerable trouble. We have done a great deal of advertising to the public, and our brand has become well known. The price is considerably cut in certain quarters, although we have done our best to stop it, but have not refused to sell anybody on account of their cutting the price, as we have feared the anti-trust laws. The customer to which we refer served notice on us recently that if we did not prevent certain firms from cutting our product he would stop selling it. We could not stop them, and he did stop selling it, but was compelled to put it in stock again, owing to the force of our advertising. He has adopted a plan of having it in stock but not selling it, however, which we believe is illegal, and we should like to receive your opinion on the subject. He keeps a stock of our brand, but does not display it in any way. Then he puts an exorbitant price on it, especially, we believe, to discourage sales. The article costs him 35 cents and the regular retail price is 50 cents. The cutter has been selling at 42 cents, which is about cost. This customer has put a price of 60 cents on it, and of course sells little or none. Has he a right to do this? Also, when asked by customers why he charges so much more than other stores, he has all his clerks instructed to answer that "We do not recommend So-and-So's brand." If the inquirer goes further and asks why, the clerks will say, "Because we prefer to recommend this brand," showing a substitute. It seems to us that this is illegal and that there should be some way to stop it. He has, of course, completely killed the sale of our brand in his store.

I had this letter in mind when I spoke of the ingenuity of the distributor. Certainly no plan of keeping a thing, yet not selling it, could be much more ingenious than this.

Of course a retailer can put any price he likes upon an article which he owns. He can price it at a dollar, or five dollars, and nobody can complain. This correspondent has no legitimate complaint there, even though it is obvious, as indeed it is here, that the sole purpose of the high price is to kill sales.

Don't forget that neither this correspondent nor any other retailer is compelled to handle the article at all.

As to instructing his clerks to say that "we do not recommend this brand," I am not so sure. Without doubt the average consumer, having that said to her, would conclude that in the storekeeper's view, the goods were not worthy of recommendation; in other words, there was something wrong with them. If that is so, the statement becomes slander and can be proceeded against and punished. I am strongly inclined to believe that no distributor has a right to make any such remarks about an article of merchandise, always provided that there is no foundation for it. If he is sincere in his reasons for not recommending a thing, then he can say it as many times as he likes, and the manufacturer cannot complain, no matter how badly he is hurt.

No. 2.

York, Pa., March 24, 1915.

Please let us have an opinion on this situation: We are endeavoring to introduce our goods in a territory where there are two large retail houses fighting each other, and between them they have gotten the price of two articles of our line down dangerously near to cost. We are free to admit there is no money in them at these prices. We are now endeavoring to open up that territory and gain a wider distribution for our products, but we are confronted by the fact that the articles we are trying to introduce have been cut. A merchants' association has now communicated with us and has made us the proposition that its members will handle the goods, provided we stop selling the two cutters, and they will then make an agreement among themselves to hold the price of our goods at a certain figure. We are to sign the agreement also, binding ourselves to cut off anybody who violates the price agreement. Is this legal? We are very anxious to do it if we can safely do so.

There is no difficulty with the first part of this arrangement. A manufacturer can always cut off cutters, with a reason or without one. He is absolutely his own master in this respect. The difficulty lies with the second part. Here is an association composed of several members. These members agree among themselves not to sell an article below a certain figure, and the manufacturer of that article agrees to help them by cutting off anybody who breaks. At first glance that would seem to be as pretty a combination in restraint of trade as one would wish to see. However, it depends on two factors: 1—Do the members of that association control the trade of their locality? If they do, then there is no question about it—it is restraint of trade for them to combine. If they do not, and partic larly if they constitute but a sm minority, then their combining should say was not restraint trade.

2—What price are they prop ing to fix? If it is a price t everybody would have to admit no more than fair, then there is doubt whether trade is "unreas ably" restrained, even though t completely control their territo If the price is a good fat one, lowing a large profit, undoubte there is restraint of trade if t members of the association cont the trade of the locality.

(*Copyright, March, 1915, by Elton J. Buckley.*)

—

Question: Nelson & Pears Minneapolis, Minn.—A and B partners in merchandising. C tains goods from A and B on cre C leaves for Canada without givi A and B any notice of leaving t country, or without making any rangements for the payment goods obtained on credit. C is soldier drawing a pension. W recourse have we, if any?

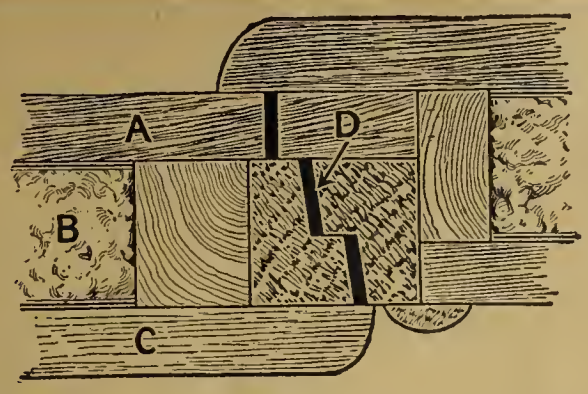
Answer.—You have no recour if all that C has is his pension, you cannot attach a Governm pension.

—

Question: Washington, D. C. A orders from B, through B's sal man, ten bags rice on terms thirty days or 1 per cent. ten da f. o. b. New Orleans. B accepts der and ships goods and mails voice and bill of lading to Washin ton, which arrive, and railro sends notice to A to remove goo Meantime rice advances. Alo comes B's traveling man (salesm No. 2) and tells A that if he (will give him (B) his bill of ladi he will pay freight and hauling a put the rice on A's pavement. complies with this request and gi this salesman his bill of lading, b goods do not come. A then d mands return of his bill of ladi and B's agent refuses. A then go to railroad and tries to prevent d livery of goods to any one but hi self personally. But railroad s they are powerless and must deliv goods to the person holding bill lading, also they cannot deliver A without the bill of lading.

Now is there any way witho going to heavy expense to comp railroad to deliver to A, or, in ca they do not, isn't B liable to A f the retail profit A would natura make on the goods, or is he just li ble for the difference between t price A bought at and the advan price?

Answer.—If the facts are exac as you state them, B's salesman ha no more right to take your bill lading than he had to take yo



Is Your Refrigerator Built Like This?

¶ It isn't unless it's a **Howe Refrigerator,** and we are prepared to prove that all other constructions are inferior to this. Not inferior as a mechanical theory, but because they make a poorer refrigerator—a refrigerator that uses more ice, that is less dry, that is all around less efficient—for you.

¶ The **Howe Refrigerator** is as nearly absolutely dry as air can be. A favorite test is to leave a match in it for thirty days and see it strike instantly. You can't conceive of a better test.

¶ In the cut "A" is solid heavy oak wall, "B" is granite rock wool lining, "C" is selected Washington spruce lining, "D" is the dead air space between the patented interlocking door and the wall. It's the best refrigerator construction in existence.

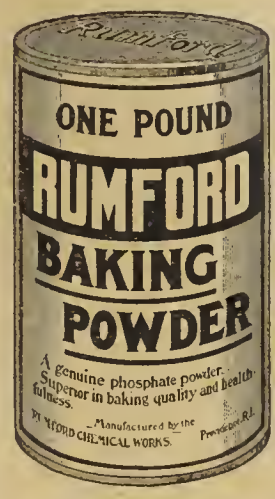
¶ Price $50 to $150. Send for catalogue.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

We also sell a Full Line of Grocers' Fixtures

Recommend RUMFORD

The Wholesome Baking Powder



Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is, that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

"RECOMMEND RUMFORD"

Rumford Chemical Works, Providence, R. I.

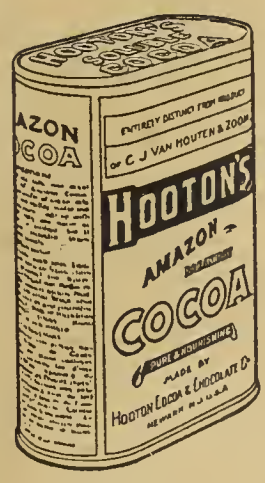
Babbitt's Best Soap

"BEST SINCE GRANDMA'S TIME"

This soap has been the standard of quality and value for over half a century. It has the benefit of BABBITT advertising and BABBITT reputation in addition to established consumer good will. No grocery stock is complete without it and no soap sells as easily or as steadily. Your customers know BABBITT'S BEST SOAP, and they know the Trade Marks are good for beautiful and useful presents, so it will sell on sight if you keep it displayed.

B. T. BABBITT, Inc.

NEW YORK CITY



Salesmanship That Pays

Won't lots of your customers buy whatever you recommend to them? Of course they will. Just get them to try **Hooton's Cocoa** and they'll not only keep on buying it, but they'll be glad you called it to their attention. In a 10c. can of **Hooton's Cocoa** they get *more* and *better* cocoa than they can buy under any other brand at the same price. In the half pound can they get two and a half times as much cocoa, but don't have to pay two and a half times as much for it. Write for particulars of our special "introductory offer": it means *"more business"* for you.

scale. The thing to do is to arrest him for larceny—I shouldn't bother with a civil suit here at all. Arresting him will probably soon lead to a return of the paper. The trouble with a civil suit against B is that you would have to prove that the salesman, in what he did, was acting for his employer. As a matter of fact, he might have been working some scheme of his own, and it might be hard to prove the contrary. My strong advice is to arrest the salesman.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Foreign Groceries in This Country.

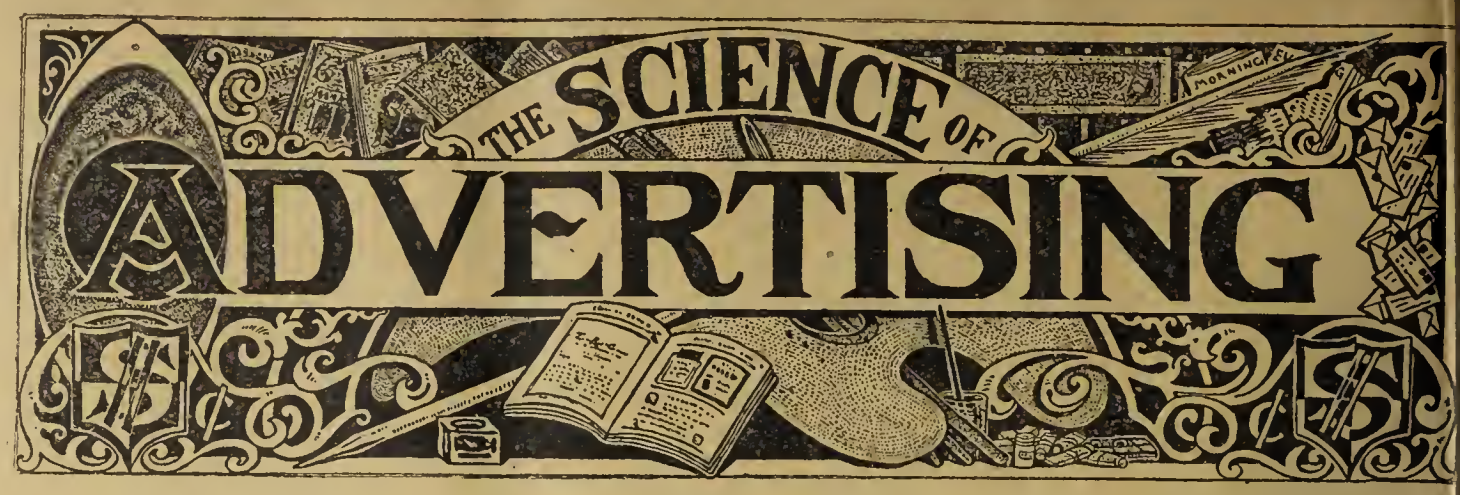
The following interesting statement as to the war's effect on the present supply of foreign food products in this country, has been sent us by Strohmeyer & Arpe, of New York:—

From our people in Belgium we have reports that there is no earthly chance of getting anything from them this season—no sprats, no peas, no vegetables; so there we are.

Even a little article like saffron, which we get from Spain, is advancing, and has advanced very materially.

Any amount of stuff, of which we usually sell very large quantities, we cannot get for love or money. Neither lentils nor millet seed, both of which articles come from Russia, can be had. We cannot get any frankfurters from Germany, nor our Rheingold Camembert cheese. We cannot get any German string beans. Of course, we are getting some from France, and other parts of Europe, and we are selling those as quickly as we get them.

We are now importing large quantities of all kinds of tinned vegetables from France, which we formerly got from Germany, because nothing can be had from there. We are having our troubles and more than you can possibly imagine, and in spite of all this we are very optimistic as to the business in the near future. Stocks are not very large here. Our buyers have been supplying themselves from hand to mouth only, and they are bound to buy stuff in the near future, and they will be obliged to pay the prices that we will have to ask for the goods. Our opinion is that almost everything in our line is going to show an advance. There is no possibility of showing any lower prices in the near future. Everything is scarce, and as soon as the merchants in this country will show that they themselves believe in prosperity they will be encouraged to make larger purchases, and they will encourage their buyers to buy more largely in keeping with the demand for the goods.



Scranton, Pa., March 1, 1915.
Editor "Science of Advertising."

Dear Sir:—I am inclosing a copy of a circular which I delivered in my immediate community. I would be very glad for your criticism.

Thanking you in advance, I am,
Yours truly,
H. A. DIMLICH.

The circular enclosed measured about 7 x 10 inches, and could have been printed on better paper to advantage. As I have said so often before, if Mr. Dimlich would pay 25 or 50 cents a thousand more for his sheets, he would be well repaid by the improved appearance of his advertising. Here is the reduced reproduction of his circular:—

New Phone 1073 All C. O. D. Telephone Orders Promptly Filled Old Phone 5624-J

DIMLICH'S GROCERY

"Phone us and we'll use our Live Delivery Service"

DURING OUR TENTH

ANNIVERSARY SALE

We offer you an absolute saving of 10 to 25 per cent. on your grocery bill. These goods are all Quality Groceries, no old stock

Prices Good from Feb. 16 to 26, and Buy All You Want While Goods Last

Fancy Mild Cured **Skinned Hams** whole or half **17c lb.**

Rutabagas 15c pk. . . 50c bu.	York State Potatoes 65c bu. 5 bu. lots 63c
Choice Gage Plums can . 9c	No 3. can "Veribest" Sauerkraut 3 cans 25c
Tall Can Salmon . . . 11c	Sweet, Juicy Oranges . . . 17c dz.
Fancy Salt Bacon . . . . . 17c lb.	"Southern Belle" Tomatoes 90c dz. . 7½c

Creamery Butter other grade 35c **32c lb.**

3 cans Condensed Milk . 25c	3 cans Evaporated Milk . . 25c
Fancy Japan Head Rice 5 lbs. 25c	3 bot. Pure Tomato Catsup 25c
Maine Style Sugar Corn . . . 7c	Early June Peas 8c
Fancy Cream Cheese . . 18c lb.	8 Bars Acme or Lenox Soap 25c

Strictly Fresh Eggs 35c dz.

GENEROSITY ON TAP

Did you get that? It means that we hand $2 back to you on every $20 purchase; $1 on every $10. In other words, on Saturday, Feb. 20, we will give 10% discount on every purchase made. Just think of it! 10% off on all purchases on

SATURDAY, FEB. 20th

Remember the Date

ATTENTION, LADIES!

Every lady making a purchase of Chase & Sanborn's Quality Teas or Coffees during this sale, will receive a handsome individual Japan earthern-ware Tea Pot.

ABSOLUTELY FREE

Better Get Yours

COR. ELECTRIC ST. AND SANDERSON AVE.

PRESS OF "REVIEW"

This circular would have looked much better if everything above the line "During our Tenth" had been taken off and put at the bottom. I should then have made the first line something like "Tenth Anniversary Sale," which would have saved a little space. Or something like "10 to 25 per cent. Saving Guaranteed." I think this heading and introduction could have been made stronger, for if Mr. Dimlich put his prices down 10 to 25 per cent. for this sale, he had a proposition that he couldn't talk too loudly about.

* * *

I have no doubt that this circular got results, but I am equally clear that no such circular could get as good results as if it had been more definite. A large number of the offerings on this circular are not even given a name. Simply "condensed milk," "Maine style sugar corn," "evaporated milk," "tomato catsup," and so on. If these brands are well known, I think Mr. Dimlich made a mistake in not naming them. Even if they are not well known, they should have been named, in order to give them identity. To speak of them merely as "condensed milk," etc., makes them seem like any old truck. I ask Mr. Dimlich to judge whether the following offering of condensed milk wouldn't stand to impress more people than his:—

3 Cans Sterling Condensed Milk . . 25

You know this brand—there's none better, and few, if any, as good. The richest milk, condensed in the cleanest factory in the United States. A splendid bargain—never sold below 10 cents a can.

It seems obvious that this kind of treatment would stand to sell more condensed milk than simply "3 cans Condensed Milk, 25 cents." The latter might attract cheap buyers, but I feel quite sure it would not attract the better buyers. The ad would read "3 cans Condensed Milk, 25 cents," and say, "I wonder what brand *that* is—any old brand I suppose. If it was a good brand Mr. Dimlich would have told what it was."

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NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

First Indictments for Raising Bread Prices are Found in Ohio.

Five Toledo, Ohio, baking companies and four individual bakers were indicted during the week by the Lucas County Grand Jury, under the Ohio anti-trust law. It is alleged that bread prices were raised recently by agreement from 5 to 6 cents a loaf, and that when the price was reduced to the former figure the size of the loaves was cut from 16 ounces to 11 or 12 ounces. It is charged also that bakers sold bread cheaper to country customers than in the city. The indictments are against the General Baking Co., Moumee Valley Baking Co., Seyfang Baking Co., Home Baking Co., Toledo Bread Co., Gustav Lay, George Pickard, Matthew Seyfang, H. D. Fallis.

A Page of Good Bargains in Used Cash AND CREDIT Registers

No. 1

Medium size **NATIONAL CASH REGISTER,** throws a check, and in perfect order—has been very little used. A fine bargain. **Will sell for $125; Cost a great deal more.**

No. 2

No. 78 NATIONAL CASH REGISTER, nickel-plated; registers one cent up to $9.99. Operates with a crank, throws a check and prints a detail slip total adder. Does not reset the type. This is not a new machine, but is in good condition and will give satisfactory service. **Price, $80; probably cost $200.**

No. 3

No. 552 ELECTRIC NATIONAL CASH REGISTER, purchased in September, 1912. Prints detail strip, throws check, totals separately cash sales, charge sales, received on account, paid out, and total cash received; also prints sales slip when check is not thrown. Has separate keys for four clerks. The register is in perfect condition, and the only reason for selling is that owner is now using the "customer-pay-cashier" system for his cash floor trade, and the register is unnecessarily large for office use. **Price, $400.**

No. 4

Large check-throwing **NATIONAL CASH REGISTER.** Good condition. **Cost $300; will sell for $100.**

No. 5

No. 356 G NATIONAL CASH REGISTER, registering any amount from one cent up to $29. Registers counter customers, cash sales, amounts received on account, amounts paid out and charge accounts. Has been in use but a short time, and is in good condition. **Cost $150; will sell for $70.**

No. 6

Total adder **NATIONAL CASH REGISTER,** registering one cent to $99.99, registering cash sales, charge, received on account and paid out. Prints each sale on detail strip, with initial of clerk making sale. Throws check with amount of sale, and all details. Prints your card or any advertisement you like on back of check. Money drawer has three compartments for paper money, and seven for coin. Has nine different initials for that many clerks. **Cost $275; will sell for $175.**

No. 7

A **NATIONAL CASH REGISTER,** similar to manufacturer's No. 542 (see N. C. R. Co.'s catalogue) except that No. 542 prints the amount on a sales slip, while this one throws out a ticket. Very handsome gun metal finish. Gives total cash and credit trade, for any given time, also the number of cash and credit customers. Has been used in a country store for only fourteen months; owner has sold out, but still has the register. Will crate free and prepay freight to nearby Pennsylvania point. Perfect condition. **Price, $200; cost $340.**

No. 8

NATIONAL CASH REGISTER, No. 442. Modern in every way; a check thrower and registers up to $9.99, registers paid out, received on account, charge, tea and coffee and four initials for as many clerks. Gun metal finish. **Cost $250; will sell for $115.** Perfect condition.

No. 9

A used **KEITH CREDIT REGISTER,** bought new last May, and just as good as new now. **Cost $85; will take $60.** Reason for selling, owner does not need it any more, as he sells for cash only.

No. 10

A nickle-plated **NATIONAL CASH REGISTER,** registers 1 cent to $15; been in use some time but in fine condition and does as good work as it ever did. Owner selling because he has no use for it. Will crate and deliver to railroad station for **$40;** a big bargain at that.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to

EXCHANGE DEPARTMENT, Modern Merchant and Grocery World

927 Arch Street, Philadelphia, Pa.

Offer No. 7.

Have for sale one small Counter Coffee Mill which cost $17; will sell for $9. This mill was only in use ten weeks. Am now using an electric mill. Also one Switzer Cheese Cutter, which cost $4; will sell for $2, as we are using a U. S. Slicer. This was also in use only ten weeks. Jos. O'Neill,
1600 Vine St., Philadelphia, Pa.

—

Offer No. 10.

We have on hand the following. Would like to dispose of same:—

5½ cases of Hummel Coffee Essence, all in good order; will sell for $2 a gross, 2 cases to a gross.

J. B. Losey,
Somerville, N. J.

—

Offer No. 13.

I have a modern iceless soda fountain with pumps, a 10-foot outfit; solid marble; has only been in use three months. Cost us $1,200; will sell for $650 cash, f. o. b. Waynesboro. Everything as good as new.

Standard Grocery Co.,
215 W. Main St., Waynesboro, Pa.

—

Offer No. 17.

I have almost a case, about 3½ dozen, of Mother's Cleanser; also about 20 packages of Quaker Cracked Wheat on hand, in first-class shape and new. Mother's Cleanser was $3.25 a case, 4 doz., less 4 per cent., $3.12. Cracked Wheat, $2.45, two dozen. Make offer.

Godfrey Quebel,
Eighteenth and Wingohocking Sts.,
Philadelphia, Pa.

—

Offer No. 19.

We have for sale or exchange, equal value: One Electric Sign, glass sides, about 3 x 4 ft., wired with electric lamps, suitable for grocery and delicatessen; will sell for $10. Also 4 two-branch combination gas and electric chandeliers; cost $7.50 each; will sell 4 for $12. And 1 large 4-burner gas lamp, with extra glass globe, for either inside or outside lighting; cost $12; will sell for $7.50. A. J. Patterson,
S. W. corner Fifty-sixth and Christian Sts., Philadelphia, Pa.

—

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me $350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. Gingrich,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

—

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

John Altman & Co.,
Creighton, Pa.

—

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank. W. E. Roberts,
Freemansburg, Pa.

—

Offer No. 31.

Refrigerator for sale, $50, cost $100; 8 x 4 feet, mirror top, two upper doors, beveled glass; suitable for grocery or delicatessen store; freight prepaid.

Benjamin Gebhard,
111 W. Duval St., Germantown, Phila.

—

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.

Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

—

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. Crawford,
Freehold, N. J.

—

Offer No. 39.

One 220 Account McCaskey Accounting System, costing $145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.

Mullison Grocery Co.,
Wilkes-Barre, Pa.

—

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?

Atco Stores Co.,
Atco, Bartow County, Ga.

—

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.

P. B. Steininger,
Lewisburg, Pa.

—

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for $2.75 per box, f. o. b. Atlantic City, N. J.

L. A. Bacon,
1301 Baltic Ave., Atlantic City, N. J.

—

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap. Peter C. Housman,
Milford, Del.

—

Offer No. 55.

Electric Coffee Mill for sale or exchange, 500 volts direct current. Perfect condition, low price.

P. J. Leary,
Conshohocken, Pa.

—

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.

John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

—

Offer No. 57.

I have for sale a double McCaskey Account Register, 440 accounts, arranged to increase to 800 accounts; cost $240, will sell for $175 cash. Only used six months. Reason for selling, started cash business.

Robison's Table Supply Store.
Sharon, Pa.

—

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. Bennett,
549 Fifth Avenue, Troy, N. Y.

—

Offer No. 60.

I have for sale a small job printing outfit, in first-class condition, consisting of a Monumental rotary foot-power press, chase 6 x 9, and nine small fonts of type, suitable for regular job work in connection with a business of any kind for bill, letter and statement cards, posters, circulars and all kinds of work done on a press this size; piece rules, furniture, type cases, etc., all go with it, for $50, f. o. b. Greencastle, Pa. If interested write, and I may do better. Address W. Scott Hostetter, Box 232, Greencastle, Pa.

—

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for $2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

Chas. Shupp,
Plymouth, Pa.

—

Offer No. 63.

We offer the following:—

50 doz. Sledge Handles, 60 cents doz.

3 doz. Wood Lemon Squeezers, 25 cents doz.

4 doz. Wood Knife Boxes, 60 cents doz.

60 cases No. 2 Red Cherries, 87½ cents doz.

75 cases No. 2 White Cherries, 87½ cents doz.

2 cases Yours Truly Soup, 45 cents doz.

2 cases Beech-Nut Baked Beans, $1.25 doz.

100 cases No. 2 Tomatoes, in glass, 60 cents doz.

Witman Bros.,
Harrisburg, Pa.

—

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. Hubbs,
West Chester, Pa.

—

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me $202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for $135. Ovens burn coal. Cash with order.

E. H. McClellan,
226 Lexington Ave., Dayton, Ohio.

—

Offer No. 66.

I have for sale one six-foot Floor Case, suitable for cigars or notions, in good condition; glass top; price $15, f. o. b. Berwick. Floyd Klinetob,
Berwick, Pa.

—

Offer No. 67.

One Edison Mimeograph, absolutely first-class condition, having been used very little. Cost $17.50; would sell for $10, or make offer.

C. W. Mergler,
Ridgefield Park, N. J.

—

Offer No. 68.

What will you give for home-made 1914 apple butter, in one-gallon stone crocks, made of apples and pears, f. o. b. Ephrata, Pa.? Made clean and good. Let us hear from you if you are in the market.

H. F. Snader & Co.,
Adamstown, Pa.

—

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost $19, will sell for $12, f. o. b. Dallastown, Pa.

V. M. Simon, Dallastown, Pa.

—

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, $15, less than one-half the cost when new from factory; cost $45. There are in this system three center

ling lights of 100-candle power each, l besides these there are two small ll bracket lamps for show window or y wall, each 100-candle power, to- her with enough wire for a 65 to foot room, all the necessary attach- nts and a 10-gallon tank. This sys- n was only used about two years and in good working condition; guaran- d to be so or no sale. Catalogue for talling and operating will be fur- hed with outfit; any one, with the of an ordinary plumber, can easily tall this system. Reason for not us- this outfit is we have gas and elec- city installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 71.

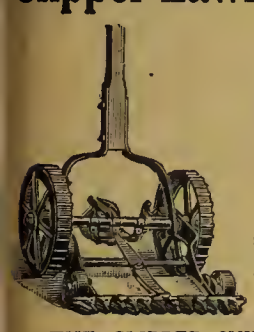
We have 10 cases two-pound Clover ll Beans, baked with Clover Hill but- and rich tomato sauce. Cost $1.25 dozen, will sell for $1 per dozen. tractive label, in first-class condition.

SCHUMM & YERKE,
Amsterdam, N. Y.

portant Notice to those Advertis- g in the Exchange Department.

If the goods advertised do not move er four weeks, will the owner kindly tify us, so that the offer may be dis- ntinued? We desire to keep the de- rtment as clean and fresh as possible, d if goods don't move in four weeks, y will probably not move at all.

Clipper Lawn Mower



The Mower that will kill all the weeds in your lawn. If you keep all the weeds cut so they do not go to seed, and cut your grass without breaking the small feeders of roots, the grass becomes thick and weeds disappear.

THE CLIPPER WILL DO IT.

Dealers Spot Cash Prices

No. 1.	12-inch	$ 4.50
No. 2.	15-inch	5.00
No. 3.	18-inch	5 50
No. 4.	21-inch	6.00
Pony Mower,	24-inch	13.50

The Dixon Lawn Mower

2-in. $4.50 14-in. $5.00 16-in. $5.50
18-in. $6.00 20-in. $6.50

Patent Thrust, Ball Bearing, Guaranteed in very Way and Dust Proof. Both the upper and wer knives are crucible steel. Wheels are 10 in. igh and the gear is on the inside rim of the wheels, iving great power and speed. The real knife is ½ in in diameter, has four blades The lower ed knife is crucible lip steel fastened to floating nife bed. This bed knife bar rests on tie rod that olds the back ends of the mower rigidly together.

CLIPPER LAWN MOWER CO.
DIXON, ILLINOIS

Read The Advertising World

or new and practical advertising ideas in various ines of trade. Its dictionary of headlines and deas saves time for the busy grocer.

SUBSCRIPTION PRICE, $1.00 A YEAR
STAMP FOR SAMPLE
HE ADVERTISING WORLD, Columbus, Ohio

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

WANTED

DEER COFFEE ROASTER WANTED.

State age, size, condition and lowest cash price; also original cost. Address "Quick," care "Modern Merchant and Grocery World" office.

I WANT TO BUY A GOOD SECOND-HAND NATIONAL CASH REGISTER.

I am in the market for a good second-hand cash register, National preferred. Must not be too old, and should be a check thrower. Need not necessarily be the largest type machine. Absolutely must be in perfect shape. Address D. S., care Grocery World Publication Co., 927 Arch St., Philadelphia.

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT

FARM.

FOR SALE.—**Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazlenut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of $2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co, 927 Arch St., Philadelphia.**

STORES

FOR SALE.—Stock and fixtures of a grocery, meat and provision store. If sold at once will sell for a very low figure, $1,150. Property can be bought for $5,500; nine rooms and all conveniences; garage in rear. Address B. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 24

FOR SALE.—One store and goods for sale. Store 30 x 38 feet, two-story, with stock and fixtures, which will inventory about $2,700. Will sell to quick buyer for $3,000. Being a summer resort, the owner has 15 boats, also 60 colonies of bees to look after, besides other business. Can send picture of building to parties interested. Address E. E. Mosher, New Milford, Pa. 16

FOR SALE.—$325 buys stock and fixtures of a corner grocery and provision store, if sold at once; location suitable for delicatessen. Also store and dwelling, rents for $25 per month, all conveniences, property in good condition. Address Fifty-first and Folsom streets, West Philadelphia. 23

FOR SALE.—Old-established meat, grocery and vegetable store in best section of Germantown. Will sell everything at inventory; owner retiring; a real good opportunity to right man; a chance seldom seen. Doing business of about $500 weekly, which can easily be increased with proper attention. Address S. D., care Grocery World Publication Co., 927 Arch St., Philadelphia. 17

FOR SALE.—Grocery and delicatessen store, located in West Philadelphia; is well stocked and has nice fixtures; price $950 for all. Doing $150 cash weekly. Address M. W. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 16

FOR SALE.—Stock and fixtures of an old corner grocery store; will sell at a very low figure, $2,450, if sold at once. Rent of store $65 per month; dwelling, all conveniences, $30. Address B. P. Swymilar, 3712 Spruce St., Philadelphia. 21

FOR SALE.—General store in suburban town of Reading, carrying about $3,000 stock (can be reduced), doing $25,000 annually; two-thirds cash, one-third credit; location, corner of two main streets. Population $1,600 and growing rapidly. Property two-story brick dwelling, all improvements, gas and electric light, hot-water heat installed one year ago. Two-story cement block garage upon rear, holds auto, delivery wagon and one horse. Will sell property for $6,850 and stock at inventory. Worth investigating to person interested. Address K. B., care Grocery World Publication Co., 927 Arch St., Philadelphia. 15

FOR SALE.—Old-established corner grocery and provision store. Would do well with fresh meats and delicatessen. Will sell to a quick buyer for $975. Southwest corner 23d and Jackson Sts., Philadelphia. 18

FOR SALE.—Stock and fixtures of an old-established grocery store. Would do well with fresh meats and delicatessen. Will sell to a quick buyer for $825. Address corner Sickel and Market Sts., West Philadelphia. 16

FOR SALE.—An old-established corner grocery and provision store. Would be an excellent stand for delicatessen and fresh meats. Will sell at the low figure of $650 if sold at once. Address corner Fifty-fourth and Addison Sts., West Philadelphia. 16

FOR SALE.—Stock and fixtures of an old-established corner grocery store. Good stand for fresh meats. Will sell at the low figure of $850 if sold at once. Apply D. C., care Grocery World Publication Co., 927 Arch St., Philadelphia. 15

FOR SALE.—Stock and fixtures of a meat, grocery and provision store. Good stand for delicatessen. Will sell at a very low figure—$1,250—if sold at once. Southwest corner Marshall and Butler Sts., Philadelphia. 18

FOR SALE.—Stock and fixtures of an old-established grocery store; would do well with fresh meats and delicatessen. If sold at once will sell for the low figure of $1,250. Dwelling contains seven rooms, bath and all conveniences. Address 5030 Haverford Ave., corner Farson St., West Philadelphia. 17

FIXTURES

FOR SALE.—One Enterprise electric coffee mill, Type C. A., 2¾-horse power, direct current, 115 volts. Cost $175, will sell for $35. Cannot use same on account of alternating current. Address Holman & Warren, Princeton, N. J. 17

FOR SALE.—Electric coffee mill, perfect order, Acme, direct current, 110 volts; a snap at $20. Address V. Harris, Northern Liberty Market, Washington, D. C. 16

FOR SALE.—An Enterprise smoked beef cutter, No. 23, with self-sharpening device, in good condition; I have no use for it. List price, $8; will sell for $3.50. Will crate and deliver to station. Address G. P., care Grocery World Publication Co., 927 Arch St., Philadelphia. 14

MISCELLANEOUS.

FOR SALE.—At $30, Oliver typewriter. Not a rebuilt machine, but in good condition. Cannot take less than asked. Address H. F. Snader & Co., Adamstown, Pa. 5

FOR SALE.—A G. W. Todd & Co. protectograph, Model H, as good as new. Price $20; original cost $30. Address C. W. Anthony, South Bethlehem, Pa. 17

FOR SALE.—1914 Ford touring car; has been run less than 2,500 miles; tires good, varnish bright as new, all in first-class condition. Address Box 847, North Girard, Pa. 14

They All Come Back for More

¶ In selling necessities of life a little at a time to lots of people, you get your customers to call at your store frequently.

¶ That's one of the big advantages you secure in handling

Fleischmann's Yeast

THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

Modern Merchant and Grocery World Prices--Curren

CORRECTED WEEKLY. MARCH 29, 1915.

	COL.
Ammonia	2
Axle Grease	2
Baking Powder	2
Barley	14
Beans	13
Blacking—Shoe	2
Bluing—Dry	3
Bluing—Liquid	3
Bouillon Cubes and Liquids	13
Brushes	28
Butchers' Sundries	21
Butter	4
Cakes and Crackers	10
Candles	4
Canned Goods	5
Canned Meats	6
Catsup	4
Cereal Specialties	14
Cheese	12
Chewing Gum	23
Chocolate and Cocoa	8
Cider	23
Clams	16
Cleansers and Polishing Compounds	24
Cocoanut	17
Cornmeal	13
Cornstarch	26
Condensed Milk	9
Cottolene	12
Coffee Essence and Chicory	3
Delikatessen	10
Dried Fruits	16
Dried Meats	21

	COL.
Dressed Poultry	21
Drugs	22
Datenut Butter	19
Extracts and Essences	23
Extract of Beef	13
Evaporated Milk	9
Eggs	12
Fancy Groceries	12
Flour	13
Farinaceous Goods	13
Fresh Fish	16
Green Coffee	3
Gelatine and Prepared Desserts	14
Horseradish	17
Hominy	14
Honey	27
Ink	17
Jars and Jar Rubbers	4
Ketchup	4
Lamp Goods	18
Lentils	13
Lime	19
Lye and Potash	18
Lard and Compounds	20
Live Poultry	21
Laundry Soaps	25
Laundry Starch	26
Macaroni	15
Mapleine	22
Matches	18
Mince Meat	18
Maple Syrup	28
Mustard	26

	COL.
Nuts	20
Oatmeal	14
Oysters	16
Oils	19
Olives	19
Package Coffee	3
Paper	9
Peas	13
Pure Olive Oil	19
Peanut Butter	19
Pickled Meats and Fish	11
Pickles	20
Popping Corn	15
Provisions	20
Plum Pudding	24
Preserves, Jellies, Jams and Marmalades	21
Prunes	17
Roasted Coffee in Bulk	3
Rice	23
Refined Molasses and Syrups	27
Rope, Tie Yarn, etc	27
Raisins	17
Sugar	1
Shoe Dressing	2
Sardines	6
Saratoga Chips	16
Soups	7
Smoked Fish, Codfish and Mackerel	15
Sauer Kraut	12
Salt	23
Salad Dressing	24
Sal Soda	24
Sauces	24

	C
Scouring Soaps	
Seeds	
Soda—Bi-Carb	
Soft Drinks	
Soap Powder	
Spices	
Stove Polish	
Sundries	
Syrup and Molasses	
Smoking Tobacco	
Table and Cooking Oil	
Tapioca	
Tea	
Toilet Soaps	
Tobacco—Plug	
Vinegar	
Wood and Willow Ware	
Yeast Cakes	

ADVANCES.

Provisions
Lard
Dressed Meats
Dressed Poultry
Live Poultry

DECLINES.

Canned Meats
Cottolene
Fresh Fish
Compound Lard

—1—

SUGAR.

	Barrels.
Cut Loaf	6.95
Eagle Tablets	7.45
Crystal Dominoes, 24 5-lb. pkgs	8.55
" 60 2-lb. pkgs	9.05
Patent Cubes	6.30
Confectioners' Lozenge	6.20
Powdered	6.15
Fruit Powdered	6.05
Dessert and Table, 2-lb. cartons, 48 lbs	6.35
Granulated, fine or standard, McCahan	6.05
" " Franklin	6.10
" extra fine, bbls	6.05
" " 2-lb. bags	6.35
" " 5-lb. bags	6.25
" " 10-lb. bags	6.20
" " 25-lb. bags	6.20
" " 100-lb. bags	6.05
" coarse	6.15
Confectioners' Crystal A	6.05
A Confectioners'	5.95
A No 1	5.80
A No. 2	5.75
Franklin B	5.60
Extra C	5.35
C	5.20

TEA.

	Per lb.	
Formosa—		
Extra choicest, ½ and ¼ chests	.40	-.45
Choice, ½ and ¼ chests	.35	-.38
Finest, ½ and ¼ chests	.27	-.30
Fine, ½ and ¼ chests	.23	-.25
Oolong, black—		
Extra choice, ½ and ¼ chests	.30	-.35
Choice, ½ and ¼ chests	.25	-.27
Finest, ½ and ¼ chests	.22	-.24
Superior, ½ and ¼ chests	.16	-.20
English Breakfast, black—		
First picking, ½ and ¼ chests	.30	-.35
Choicest, ½ and ¼ chests	.20	-.25
Good to superior, ½ chests		.15
First crop, about 28-lb. original boxes		.20
Gunpowder, green—		
Extra firsts, ½ chests	.35	-.40
Firsts, ¼ chests	28	-.30
Extra seconds, ¼ chests	.22	-.24
Seconds, new, ¼ chests		.25
Imperial, green—		
Firsts, ¼ chests		.38
Seconds, ¼ chests	.25	-.30
Japan, green—		
May pickings, ½ chests	.38	-.40
First crop, ½ and ¼ chests	.30	-.35
Second crop, ½ chests	.28	-.30
Basket fire, uncolored, needle leaf, ¼ chests		.32
Young Hyson, green—		
Firsts, ¼ chests	.35	-.40
Hyson, green—		
Extra firsts, ½ chests	.35	-.40
Firsts, ½ chests	.28	-.32
Seconds, ¼ chests	.25	-.27
Assam, black—		
Choice, ½ chests		.26
No. 1, extra quality, 20-lb. boxes		.28

Tetley's India and Ceylon, 25-lb. cases—

	1 lb.	½ lb.	¼ lb.
Gold Label, I. and C.	.71	.72	.73
Buff Label, I. and C	.56	.57	.58
Green Label, I. and C., Formosa Oolong or Mixed	.50	.51	.52
Orange Pekoe	.55	.56	.57
Red Label, I. and C. or Mixed	.44	.45	.46
Sunflower, I. and C., Formosa Oolong or Mixed	.60	.60	.60
Red Label, I. and C., 10c. 2½-oz. tins, doz.			.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins, per doz.			.90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins, per tin			1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins, per tin			2.55

—2—

AMMONIA.

	Per doz.
Victor, 16 oz., 3 doz	.40
O. K., 3 doz	.42½
Colburn's, 2 doz	.85
Parson's, 25c., 2 doz	2.10
" 10c., 3 doz	.85
Banner Dry Ammonia, 1 doz.	.95½
White Foam Household, 10 oz., 3 doz	.90
" " 16 oz., 2 doz	.90

AXLE GREASE.

Frazer's, 15-lb. pails, per doz.	.80
Mica, ¼ gross, per gross	8.50

BAKING POWDER.

Rumford Yeast Powder—	Per case
4 oz. glass, 2 doz	1.66
6 oz. " 2 doz	2.15
6 oz. " 4 doz	4.25
6 oz " 6 doz	6.20
6 oz. " 12 doz	12.25
Rumford Baking Powder—	
5c. tins, 4 doz., per doz.	.45
10c. tins, 2 doz.	.90
½-lb. cans, 2 doz	1.25
1-lb. cans, 1 doz.	2.50
Davis' O. K.—	
¼ lb., 4 doz	.45
½ lb., 3 doz	.90
1 lb., 2 doz	1.65
5 lb., ½ doz	7.20
Leslie's—	
¼-lb. cans, 4 doz., 4 cans free	.45
½-lb. cans, 2½ doz., 2 cans free	.87½
1-lb. cans, 1 doz., 1 can free	1.65
5-lb. cans, ½ doz., per case	3.60
Sea Gull, 6-oz. tins, 4 doz	.45
Parrot and Monkey, 4 doz	.45
Royal—	
10c. size, 4 doz	.86
¼ lb., 4 doz	1.30
½ lb., 2 doz	2.40
1 lb., 1 doz	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, ¼ gross	2.70
" No. 2, ¼ gross	3.00
" No. 3, ¼ gross	3.30
" No. 4, ¼ gross	5.40
Blackola, 10c. size	6.80
Shinola, 3 doz	8.25

SHOE DRESSING.

Mason's—	Per doz.
Black Dressing, regular	.75
White Dressing, medium	.75
Combination Black	.75
" Russet	.75
Black Shine, No. 2	.45
" No. 3	.75
Tan Shine, No. 2	.45
" No. 3	.75
Bixby's Royal Polish, 1 doz	.85
" Jet Oil Polish	.85
Brown's Shoe Dressing, 1 doz	.85
" Army and Navy, 1 doz	.85
Boyer's French Dressing	.65
" Oil Polish	.78
Easy Bright, ladies	.82½
" waterproof	1.17½
Admiral Russet Combination	.70
" Shoe Dressing	.70

—3—

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine	.22¾
Mocha, genuine, finest, ½ and ¼ bales	.27½
Mocha Seed Santos, fancy, choice	.13¼
Carcacas, fancy, washed	.16½
Maracaibo, strictly fancy, mild, choice	.14½
Santos, Peaberry, extra fancy	.12¾
Santos, fancy	.11½
Rio, Golden, fancy	.11½
Rio, prime	.09½

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine	.27½
Java, fancy, 50-lb. lots	.27¼
Mocha, finest	.32¾
Mocha Seed Santos	.16½
Carcacas, extra fancy, washed	.20½
Maracalbo, extra fancy	.16½
Santos, Peaberry, extra fancy	.15½
Santos, extra fancy	.16¼
Rio, Golden, extra fancy	.14½
Rio, prime	.11¾

PACKAGE COFFEE.

	100 lbs.	60 lbs.
Arlosa	.17	.17 10/100
Seven Day (f. o. b. N. Y.)	.12	.12 10/100

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins in box, per box	4.60
Tomson-Hummel's, tin, ½ gross, per gross	2.85
" Imp., ¼ gro. "	2.15
Floto's, Improved, ¼ gross "	2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz	2.75
" large, 3 doz	5.40
Sawyer's, No. 1, 6 doz	2.10
" No. 3, 3 doz	4.50
Colburn's, No. 1, 4 doz	1.60
" No. 2, 3 doz	2.50
" Mammoth, 3 doz	3.60
" Ball Blue, No. 1, 3 doz	2.60
" " No. 2, 3 doz	4.80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs., per box	2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, ¼ gross	3.90
French Laundry, large, ½ gross bbl., per bbl.	8.10
Admiral, 4 oz., 3 doz	4.00
" 8 oz., 3 doz	6.50
" 16 oz., 1 doz	9.50

—4—

BUTTER.

Tub Butter—	Per
Creamery specials	
" extra, 60-lb. tubs	
" first, "	
" second, "	
" third, "	
" dairy, extra, bakers' use, 30-60 lbs	.21-
" 5 and 10-lb. rolls, 60 and 100-lb. boxes	.29-
Print Butter—	
Prize	
Gurnse, lbs. and ½ lbs	
Awltru	
Milhen Farm, lbs. and ½ lbs	
Honebe	
Star or S. D., 1 lb., 20-50 lb. boxes	
B. B., E. D., 20-50 lb. boxes	
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes	
Sheaf ("400"), Elgin, 20-50 lb. boxes	
Sheaf	.29-
White Rock	

CANDLES.

	Per
P. & G., 8s, 30 lbs	
" 16s, 30 lbs	
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases	
Searchlight, hotel, 16s, 30 lbs	
Peerless, hotel, 16s, 30 lbs	
Bright Light, 16s, 30 sets to box, per box	1.

JARS AND JAR RUBBERS.

Mason's—	Per g
Half gallons	6.
Quarts	4.
Pints	4.
Jar Rubbers—	
Double lip, wide, 1 doz. cartons, per gross	
Single lip, wide, 1 doz. cartons "	
Acme, wide, 1 doz. cartons, 5 gross boxes, per gross	
Acme, medium, 1 doz. cartons, 5 gross boxes, per gross	

	Per
Lightning, pure rubber, bulk	
Rellable, white rubber, wide	
" " medium	
Black rubber, medium	

25-lb. lots 1 cent per lb. less.

Jar Tops—	Per g
½-gross boxes, no rubbers	1.
5-gross lots	1.
Jelly glasses, fluted, bbls. 24 doz., per doz.	

CATSUP.

Snider's—	Per
16 oz., 2 doz	2.
8 oz., 2 doz	1.
Ritter's—	
Tomato, ½ pint, 2 doz	
Tobasco, ½ pint, 2 doz	
Beech-Nut—	
Pints	2.
½ pints	1.

KETCHUP.

Curtice's "Blue Label," Tomato—	Per
Small	2.
Medium	4.
Large	3.

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AND
Grocery World

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Ohio Tried to Stop Grocers Selling Things by Measure But Court Interfered

Foolish Law Ordered Dealers to Sell Long List of Articles by Weight or Count, Allowing Them to Sell by Measure Only When There Was a Written Agreement to That Effect. One Grocer Arrested and Fined $10 for Selling Potatoes by the Quarter Peck. Court Says Law is Violation of Fundamental Right.

It has always been contended by this paper that no law could interfere with a merchant's right to sell merchandise in any way he liked—to sell berries in boxes holding a quart, or three-fourths of a quart, and to sell potatoes in a box holding any quantity he liked, always provided there was no misrepresentation to the consumer, directly or indirectly, as to the quantity sold. Most of the net weight laws which have recently been passed have not attempted to do this, merely providing that where a package of irregular size was used, the weight of contents should appear on the label. In Ohio, however, a net weight law was recently passed which went much further than the others, in that it provided that fruit, vegetables, seeds, in fact a long list of articles, must be sold by avoirdupois weight or numerical count. There was one ridiculous exception—if a dealer wanted to sell something in some other way—for illustration, if he wanted to sell potatoes not by avoirdupois, but by quarter peck measure—he and his customer must make a written agreement to sell them that way.

A retailer named Henry H. Steube, of Franklin County, sold potatoes by the quarter peck to an inspector, and was arrested and fined $10. The charge was selling the potatoes not by numerical count, nor by avoirdupois weight, nor in a sealed package, but by the quarter peck, without the written agreement called for by the law. Mr. Steube got his Dutch up and decided to fight. He appealed to the county court, which agreed with him that the law was absurd and in violation of his rights. The case was appealed to the higher court, which has now made a similar decision. The final decision is interesting enough to reproduce, because the same question will probably arise in other States:—

This case involves the constitutionality of Section 6,418-1, General Code, as amended February 27, 1913 (103 O. L., 136), which is as follows: "All articles hereafter mentioned, when sold, shall be sold by avoirdupois weight or numerical count, unless by agreement in writing of all contracting parties, viz: apples, grapes, peaches, pears, plums, quinces, cranberries, prunes, raisins, dates, figs, dried apples, dried peaches, apricots, rice, beans, green beans, carrots, onions, parsnips, Irish potatoes, sweet potatoes, tomatoes, turnips, beets, sugar beets, green peas, cabbage, cauliflower, endive, lettuce, spinach, sauer kraut, barley, bran, buckwheat, corn in ear, shelled corn, wheat, rye, oats, sweet corn in ear, shelled sweet corn, hominy, dried sweet corn, popcorn in ear, shelled pop corn, blue grass seed, broom corn seed, canary seed, cotton seed, castor oil bean, pine tree products and vegetable oils, clover seed, timothy seed, hemp seed, Hungarian grass seed, malt, millet, onion sets, orchard grass seed, rape seed, red top seed, English walnuts, black walnuts, hickory nuts, Brazil nuts, pecans, almonds, filberts, ice, coal, coke, lime, salt, sugar, tea, coffee, bulk spices, cheese, butter, oleomargarine, lard, fresh and salt meats, fish, game, fowls, flour, corn meal, chopped feed, pepper in bulk and candy in bulk. Nothing in this section shall apply to seeds and other articles in sealed packages. Whoever sells or offers for sale any articles in this section enumerated, in any other manner than herein specified, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be fined not less than $10 nor more than $100 for the first offense, and not less than $25 nor more than $200 for the second offense, or imprisoned not more than three months, or both."

Its constitutionality is challenged for the reason that it is in conflict with certain provisions of the Federal Constitution and with Section 1, Article I of the Bill of Rights of the Constitution of Ohio. There is the further claim that it is in conflict with Section 26, Article II, of the Constitution of Ohio, relating to the uniform operation of general laws. The statute was held invalid by the Court of Common Pleas for the reason stated in its opinion that it was repugnant to and in violation of Section 1, Article I, of the Constitution of Ohio.

The petitioner was arrested and convicted, under this statute, the charge being that he sold a certain quantity of Irish potatoes, viz., about one-fourth peck, that the same were not sold by avoirdupois or by numerical count, or in a sealed package, and that the petitioner and purchaser made no agreement in writing to sell the potatoes by measure.

Section 1, Article I, of the Constitution of Ohio is as follows: "All men are, by nature, free and independent, and have certain inalienable rights, among which are those of enjoying and defending life and liberty, acquiring, possessing and protecting property and seeking and obtaining happiness and safety."

The right to contract is recognized as a property right essential to the acquisition, possession and protection of property. The right to the use of measures as a means of trade and commerce has long been established, and the custom of buying and selling by these means the articles enumerated in the act under consideration is one of long standing. Under the provisions of this act, however, unless an agreement in writing is made by all of the contracting parties, whoever sells or offers to sell these articles by measure is guilty of a crime and subject to fine and imprisonment. To require the vendor and purchaser of the articles covered by the act to enter into an agreement in writing each time a sale is made by measure, that the sale may be lawful, conflicts with the right to make contracts. As we view this statute then, it is clearly an invasion of the property rights guaranteed by our Constitution.

But it is claimed in support of the constitutionality of the act that the Legislature in the exercise of its police power has the authority to enact such a law. While it is within the power of the State to guard the public morals, the public safety and the public health, as well as to promote the public convenience and the common good, yet in devising means for such purpose the provisions made must be reasonable. In our opinion this act places an unreasonable and burdensome obligation upon persons engaged in a lawful business and is an unwarranted exercise of the police power. The lower courts were correct in holding this law unconstitutional.

Written for the "Modern Merchant and Grocery World."

Here's an Experience for You

New York Man Complains Bitterly at Coming to Philadelphi to Introduce His Specialty Among Jobbing Trade, bu Failing to Get a Single Order, Though It Paid Fort Per Cent. Contends That All Individual Push an Energy Have Gone From Business.

I wish to lay a personal experience before your readers, among which I understand are wholesalers as well as retailers. It seems to me as if all push and energy had gone out of business. Nobody is willing to push goods for himself, no matter how good they are. Everybody expects somebody else to do it. The retailer won't handle your goods, even though they pay a fine profit, unless you go out and create a demand, and you hear the same thing from the jobber. Both classes appear to be more eager to save themselves a little work than to make a profit. That is why I say that all push and energy has gone from business. In former times a dealer would build up a trade in an article that he thought good, but very few will do it now. They are too busy selling flour and sugar—at a loss.

I visited Philadelphia one day last week in an effort to introduce a bottled specialty among the wholesale grocers. This piece of goods is already introduced in the Philadelphia trade to some extent and there is a good field for it. It pays the jobber 15 per cent. regularly and a deal which I offered the Philadelphia jobbers—one case free with five—would have meant 25 per cent. more. It seems to me that 40 per cent. profit was a pretty good proposition for a jobber who mostly gets along on 10 and 15. I even offere all sorts of sampling material, and was so anxious to get the gooc started that I agreed to continue th free deal for six months.

I did not receive a single orde from a jobber while in Philadelphi I am wondering whether this wi seem as astounding to your reade as it was to me. Understand, m goods are not fake or shoddy. The are an imported article, being mad in England, and are high grade i every way. There is every reaso why jobbers should stock them an push them, at a profit of 40 per cen

The answer that I received fro all jobbers called upon was that must first go out and create a de mand for my goods. I asked the whether 40 per cent. profit was no enough to pay them for creatin some demand, and they answere no, they were too busy.

That is the point—busy wit what? Busy with selling sugar an flour and other things that barel pay back cost. I am confident fro my knowledge of the business tha not a jobber in Philadelphia is bus with anything paying 40 per cent.

I am giving my name, addres and name of article referred to, bu do not wish same published.

* * *.

New York, N. Y.,
March 31, 1915.

A Window Dressing Contest with $175 in Cash Prizes

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	**$75**
For the Second	**$50**
For the Third	**$25**
For the Fourth	**$15**
For the Fifth	**$10**

The conditions are as follows:—

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa., April 2, 1915.

There is a new bill in the House (No. 153) which would impose new restrictions about the sale of fresh meat. Section 9, for instance, makes a retailer liable if he permits customers to touch and handle meats. The bill is quite important, and its salient provisions are as follows:—

AN ACT

To protect the public health by regulating the manufacture, preparation, handling, storage, sale, transportation and possession of meat and meat food products, prescribing the powers and duties of the State Livestock Sanitary Board in relation thereto and providing for the appointment of the agents thereof and defining their powers and duties as such, making it unlawful to give money or otherwise with intent to influence such agents, prescribing methods of enforcing the act and imposing penalties for violation of the same, and providing for the repeal of certain acts and of all acts or parts of acts inconsistent herewith.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That the terms "meat" and "meat food products" wherever used in this act shall include the carcasses or parts of carcasses of cattle, sheep, other ruminants and swine and the meat of such animals and the meat food products of such animals.

Sec. 2. The term "unwholesome," as used in this act, shall be understood to include all meats or meat food products which are diseased, contaminated, putrid, unsound, unhealthful or unfit for food.

Sec. 3. The word "establishment," as used in this act, shall include (1) any building or structure in which slaughtering, butchering, meat canning, meat packing, meat manufacturing or rendering is carried on, and (2) the ground upon which such building or structure is erected, and so much ground adjacent thereto as is used in carrying on the business of such establishment; and (3) any place or any vehicle where meat or meat food products are prepared, manufactured, stored, sold, offered for sale, exposed for sale or transported by land or by water.

Sec. 4. The word "equipment," as used in this act, shall include all machinery, fixtures, containers, vessels, tools, implements and apparatus used in and about an establishment.

Sec. 5. The word "person" shall include individuals, partnerships, corporations and associations. Masculine words shall include the feminine or neuter. The singular shall include the plural.

The word "Board" shall mean the "State Livestock Sanitary Board."

Sec. 6. Every establishment, including all equipment therein or thereon shall be kept in a clean and sanitary condition.

Sec. 7. It is unlawful to feed offal, blood, slaughter house refuse or carrion to swine within 200 yards of an establishment.

Sec. 8. It is unlawful to manufacture for food, prepare for food, sell, offer for sale, expose for sale or have in one's possession for the purpose of sale, any unwholesome meat or unwholesome meat food product.

Sec. 9. It is unlawful in an establishment to permit any meat or meat food product to be touched or handled by any person other than the owner, lessee or manager of an establishment, or other than the agent or employee of such owner, lessee or manager, or to permit any meat or meat food products to be exposed to insects, animals or fowls.

Sec. 10. It is unlawful to sell, offer for sale or to expose for sale any meat or meat food products from swine to which have been fed any offal, blood, slaughter house refuse or carrion.

Sections 11, 12 and 13 control the appointment of agents to enforce the act, and Sections 14-23 prescribe the agents' duties and provide for the condemnation of unwholesome meat. Wholesome meat can also be stamped or marked by the agent.

* * *

House Bill No. 532, which is now in the hands of the Committee on Judiciary Special, would probably make an important difference in the method of selling fixtures, registers, etc., on installments, as they are nearly all sold to-day. Under the present law the manufacturer merely leases the fixtures to the retailer, who, if he makes all the payments, gets it in the end. If he does not make all the payments, however, the manufacturer can take the fixture back and the money paid on account is lost as rent. This is so, even if there is only one payment remaining unpaid. The proposed bill is not entirely clear in its language, but it appears as if it was intended to make it impossible for the manufacturer to take the fixture back in the same way as now. Its text is as follows:—

AN ACT

Regulating the method of installment payments on conditional sales or on bailments, with right to purchase, regulating the issuing of writs of replevin therefor and prohibiting a waiver of the provisions of this act.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Asembly met, and it is hereby enacted by the authority of the same. That whenever hereafter any goods or chattels shall be sold conditionally or shall be leased with an option in the vendee, lessee or bailee of securing title to such goods or chattels by payments thereon in installments, all such payments made on such sale or lease or bailment shall be applied to the payment of such goods or chattels in the chronological order of their purchase or lease, and no writ of replevin shall issue for any goods sold or leased other than those not covered by such payments.

Sec. 2. Any contract or agreement hereafter made containing a waiver of the provisions of the first section of this act shall be unlawful and void.

* * *

The Walton Stamp Bill has been recommitted by Mr. Walton for amendment. Much opposition seemed to develop against the amount of the license ($2,000) and the fine, which were considered excessive. Mr. Walton seems to think that it might be a good plan to amend it so as to make a license fee of, say, $10,000 for a county license, to be paid only by the manufacturers of the stamps and no license on the retailer.

* * *

The bill allowing the mixing of coffee and chicory has been favorably recommended to the House by the Committee on Public Health and Sanitation.

* * *

The House Committee on Public Health and Sanitation has favorably recommended the bill reducing the retailers' license fee on the sale of oleomargarine from $100 to $10.

* * *

The bill fixing a standard size for fruit and vegetable containers has been favorably reported in the House by the Committee on Judiciary General.

* * *

Both Houses have passed the uniform partnership act, and it now goes to the Governor, who will doubtless sign it. The bill makes the Pennsylvania law as to partnerships the same as in many other States.

* * *

The House has passed House Bill No. 483, which will affect general storekeepers in their sales of ready made paints. Its text is as follows:—

AN ACT

Defining paint to prevent deception in sale of paint, to provide for true labels for and advertising of the same when offered for sale, for the enforcement of this act by the Secretary of Agriculture and penalties for the violation of same.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That the word "paint" as used in this act, shall mean any material intended to be applied by means of brushing or spraying to the surface of wood, metal, concrete, cement, plaster, stone and other materials for the purpose of producing an ornamental or (and) protective coating.

Sec. 2. Whoever shall knowingly expose for sale or sell within this State any paint which is labeled or

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Showing Up the Contents.—Around our part of the country, California canned fruit so far this season has been a slow seller compared with previous seasons.

So the push is on—on in every ad., on in every salesman's tongue, on in store and window display.

But what do you supose is the greatest aid to this "push" campaign on peaches—the heaviest stock?

It is the emptied contents of one can into a clean lightning quart, rubber capped glass jar. There is the whole story before their eyes. There is the color, the quantity, the syrup and the size of the fruit.

* * *

It's the Demonstration That Turns the Trick.—Why more salesmen do not apply this method in a general way in our line of business is puzzling.

Bring the hidden thing to light, that is, if you want to move it. We all know about certain things, but somehow this knowing constantly calls for *seeing*, seeing is believing and believing is buying.

* * *

Write a beautifully shaded sign reading, "Large size nutmegs, 8 for 5 cents." Place it for a week in the most prominent place in the store. Remove it. Now put a jar filled with nutmegs on the counter, with a small ticket, "8 for 5 cents." What is the result? Ten to one sales in favor of the jar. Certainly she knows what a good nutmeg looks like, but your artistic card isn't a nickel drawing proposition.

Prove this thing for yourself.

* * *

Bay leaves. Oh, you say, we don't sell a pound in a year. Of course you don't, because you are still in the old belief, and the old belief is peaceful, mysterious seclusion for this article.

But the fellows who "show up the contents" at 5 cents an ounce (ask the boss if there's any profit in this) buy them in 25-pound bag lots.

* * *

"Peg o' My Heart" told "Jerry" she was a sow's ear, but she proved a silk purse in the end, so don't make up your mind that dead things can't be live ones, not necessarily as applied to nutmegs and bay leaves, these two only recently "happened, but happened before." There are any number of things, little things in themselves, that need the light to get the money.

marked with any false statements as to the ingredients of such paint, or in any other manner so as to tend to deceive the purchaser as to its nature or composition, or which is not accurately labeled as hereinafter required, shall be guilty of a misdemeanor, and for each offense shall, upon conviction thereof, be punished by a fine of not more than $25 for the first offense and not more than $100 for each subsequent offense.

Sec. 3. The label required by this act shall clearly and distinctly state the name and location of the manufacturer of the paint or the distributor thereof or of the party for whom the same is manufactured. Said label shall clearly state, in addition to the beforementioned matter, the quantity contained in the package; this, if sold by measure, to be designated in United States standard gallons or fractions thereof; or if sold by weight to be shown by weight avoirdupois. Said label shall be printed in the English language in plain, legible type.

Sec. 4. It shall be unlawful knowingly to sell or offer for sale any paint which is falsely advertised as to the ingredients of such paint, or as to the address of the manufacturer, distributor thereof, or of the person for whom the same was manufactured.

Sec. 5. The having in possession by any person or persons, firm or corporation or agent or employee of any person or persons, firm or corporation dealing in said articles, any article hereinbefore described and not properly labeled as provided in this act, shall be considered prima facie evidence that the same is kept by such person, firm or corporation in violation of the provisions of this act and punishable under it.

Sec. 6. The provisions of this act shall not apply to any paint which may be in the hands of paint dealers or jobbers on the day on which this act becomes effective.

Sec. 7. It shall be the duty of the Secretary of Agriculture to enforce the provisions of this act.

Sec. 8. This act shall go into effect on the first day of January, 1916.

Sec. 9. All acts and parts of acts inconsistent with this act are repealed.

* * *

A hearing was held on Wednesday before the House Committee on Health and Sanitation on the bill to repeal the present cold storage food law. This bill was railroaded through the Senate and was on its way through the House when it was recommitted so that a hearing could be held. Practically the only witness who opposed the bill was Dairy and Food Commissioner James Foust, who favored improving the law instead of destroying it. Repeal was favored by a number of lawyers, representing cold storage interests in all parts of the State. The same arguments were used as have many times been published.

* * *

The House Committee on Judiciary Special has granted a hearing in the Cromer Bill allowing the attachment of 10 per cent. of debtors' wages where the debt is for necessaries. Wilmer Crow spoke in favor of the bill, representing the Pennsylvania Retail Merchants' Association.

R. O. M.

Franklin Granulated Sugar In Cotton Sacks

EXTRA FINE
5 LBS. NET WEIGHT
FRANKLIN GRANULATED SUGAR
· Standard of Purity ·
REFINED FOR THE FRANKLIN SUGAR REFINING CO. PHILADELPHIA.

The same grade of fine GRANULATED SUGAR which we pack in FRANKLIN CARTONS, we also pack in cotton sacks of 2-lb., 3½-lb., 5-lb. and 10-lb. capacity.

This is a handy package for boarding houses and customers who want to buy sugar in large quantities for preserving and canning at home.

FRANKLIN SUGAR in bags is packed in barrels and 100-lb. bags.

The Franklin Sugar Refining Company

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY INTEGRITY OUR PRIDE

WHAT TO TELL CUSTOMERS

"We can absolutely guarantee the weight and purity of this sugar. It's a granulated of the very finest quality that can be produced."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

The "Economy" Store Idea.

One of the most interesting business experiments now being tried is the Economy Stores which the Great A. & P. Tea Co., the Acme Tea Co. and one or two other large chain-store concerns are operating. The plan has been briefly described in this paper. It consists of retail grocery stores with one clerk. There is not even a cashier. Goods are not delivered and when the one clerk goes out to lunch the store is closed. There is no elaborate system of shelving or fixtures—goods are arranged as far as possible around the store in their original packages. The purpose is to reduce expenses and without doubt it does it. A store operated in this way can sell at least 10 per cent. cheaper than a store ordinarily conducted.

There is one feature of this plan that appeals to the writer—it is sure to make customers wait to a considerable extent on themselves. Probably its inventor shrewdly foresaw that with only one clerk customers would become impatient and hustle their own orders. That is good, for it relieves the dealer for doing their hustling for them and then having a bad time getting his money back. The average dealer makes no money on the extra service consumers exact of him—he is lucky if he gets his money back. Therefore if he can be saved the expenditure of that money he is better off in two ways: He is spared the trouble of adding it to his selling prices and getting it back, and he gains the advantage of the price reduction which this enables him to make.

Readers hereof will do well to turn the Economy Store idea over in their minds.

An Extraordinary Law.

Truly these are rocky days for schemes. Gift enterprise schemes, particularly. In Colorado the warfare against these things has gone further than anywhere else, not only in this country, but so far as we know, in the world. A law has just been passed in Colorado forbidding all "gift enterprise business," under penalty of fine not exceeding $1,000 and imprisonment not exceeding sixty days. If this law is good, free deals are forever dead in Colorado, together with trading stamps, coupons, premiums for wrappers, and every other scheme of a similar character.

The writer does not feel as if this law would do what it is expected to. Its main weakness is that it is too laconic—what is "gift enterprise business"? When such laws fail to define their own meaning, the way is left open to put all manner of constructions upon them which are apt to defeat the purpose. For instance, the trading stamp people can now argue that theirs is not a gift enterprise at all, but a form of cash discount. Other premium concerns, on one ground or another, can make the same contention, and it will be up to the courts to say what the Legislature meant by "gift enterprise business." Had the Legislature itself said what it meant, a vastly different situation would have been presented.

Of course back of this is the fundamental question whether a man can be deprived by law of his right to give a china saucer with a pound of tea. This has not been decided in this country, for no law raising the question has been passed before. We should say off hand, that if he adds enough to the price of the tea to pay for the saucer, he is practicing a fraud and could be stopped. If he adds nothing to the price of the tea, but sells it at a reasonable price, and honestly gives the saucer awa we do not believe that he can be i terfered with no matter what law are passed. It is fundamental th what a man owns he can give awa

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A Good Move.

That is a good bill which is no pending in the Pennsylvania Hou of Representativ (see text in th week's Harrisbu letter) controllin the handling of fresh meats. Pa ticularly Section 9, which forbids retailer from permitting anybo but himself and his employees touch fresh meats. Of course th means customers—mostly wom customers, whose great deligh some of them, is to paw and squee and thump fresh meat before th buy it. It is a filthy practice, b very few retailers have the courag to put a stop to it. Under this ne law they would have to put a stop t it or suffer themselves.

Outside of the filthiness of the a of the woman who handles mea which other customers finally bu there is another and more importa phase of it. Everybody who ha studied the subject agrees that dis ease is very frequently commun cated by the touch of hands whic have lately, possibly quite unb known to the owner, come in con tact with diseased matter. Mea ought to be kept in glass case where prying hands cannot reac it.

Pennsylvania General Storekeepers are advised to read the copy of the new Pure Paint Bill (see Harrisburg Letter), and to get a guarantee from the manufacturer or jobber on all the paint they buy from this on.

The Proper Care of Perishable Food Products by the Retailer

The National Wholesale Grocers' Association of the United States has prepared and is issuing to the retail trade some extremely useful matter under the above heading, the point being to supply some practical directions by which spoilage in the retail store may be reduced as much as possible. From time to time the "Modern Merchant and Grocery World" will publish brief extracts from this matter.

No. 10.—Spices, Salt, Sugar, Sauer Kraut.

All spices have a tendency to weaken with age, so it is better not to carry this product in stock for too long a time. Do not store spices in a damp place.

SALT.

Occasionally complaints are received that salt is hard and lumpy. This is usually due to the fact that the product has been stored in a damp place. Salt takes on moisture readily, and any pure salt will in time get hard.

Much of this difficulty may be avoided, however, if the salt is stored in a dry place. Salt put up in sacks has a tendency to cake immediately after it is put up, but unless it has been stored in a damp place, it will break up and run freely as soon as the sack is handled.

SUGAR.

Sugar, under proper conditions, will keep indefinitely. It should not, however, be stored in a damp place, as it will quickly absorb the moisture and will become hard when it dries out, which is especially true of all powdered and soft sugars. If sugar is kept in a barrel, it should be well covered to protect it from the dust and dirt.

SAUER KRAUT.

Sauer Kraut is always inspected before it leaves the jobber's warehouse, and is therefore shipped in good condition. All kraut will, however, continue to work or fer ment for a certain time, and in or der to prevent loss, please observ carefully the following instructions

When kraut is taken into stock place the package on end and with draw the plug. If this is not don the pressure of fermentation wil push the staves and heads out o shape, sometimes leaving the pack age in a leaky condition with an ap pearance of being scant filled.

Kraut should be covered wit fresh brine when received and th brine should be frequently renewed For making this brine use fiv ounces of salt for each gallon o water.

When the package is opened t be retailed a heavy weight should

placed upon the kraut so that it ll be kept constantly covered with e brine. If for some reason the aut has been exposed it will be- me discolored. In such cases re- ove the kraut that has been ex- osed, and the remainder will sually be found to be in good con- tion.

Do not use metal measures or eights.

Grocers Beat Liquor Men in San Francisco, Cal.

The grocers of San Francisco have st won a notable victory over the uor dealers of that city in a special y election to vote on the proposition the saloonmen to place the grocers the city under the jurisdiction of the lice department. The result, as re- rted in the grocers' official organ, was follows:—

For the saloonmen's amend- ment	18,272
For the retail grocers against it	32,939
Grocers' majority	14,667

pparently it was a hot fight on both es. Every retail grocer and retail uggist in San Francisco gave out rds to their customers and their iends and relatives, displayed quarter- rds in their stores, and through their licitors, at the kitchen door, urged the en and women of San Francisco to te against the amendment.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not bold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

New Orleans Wants Next National Convention.

New Orleans, La., Mch. 20, 1915.
To the Editor.

Dear Sir:—New Orleans has extended an invitation to the National Retail Grocers' Association to hold its 1916 meeting in the "Crescent City," and we respectfully solicit your support when the matter comes before the San Francisco convention.

We can assure you if New Orleans is selected as the next meeting place of the association, nothing will be left undone for the pleasure and comfort of its members and to make the meeting a notable one in the history of the organization.

The attractiveness of New Orleans, and the hospitality of her people, we believe, are too well known to make it necessary to emphasize the fact that you will receive a hearty welcome and a programme of continuous interest from the time you reach the city until your departure.

Assuring you of our sincere appreciation of your support in this matter. Yours very truly,

NEW ORLEANS RETAIL GROCERS' ASSOCIATION,
A. A. Larose, Secy.

* * *

As to the Latest Decision Against Limited Prices.

New York, March 25, 1915.
To the Editor.

Dear Sir:—The decision handed down yesterday by Judge Augustus N. Hand, of the United States District Court for the Southern District of New York, in a suit brought by the Victor Talking Machine Co. to restrain R. H. Macy & Co. from selling phonograps and records at a lower price than that fixed by the Victor Co., simply follows the dictum if the United States Supreme Court in the Sanatogen case, which the court accepts as a controlling interpretation of the present law.

The issue involved in this case which, in the court's view, was based on the patent right, should not be confused with the principle sought to be established by the Stevens Bill, which legalizes contracts for the control of resale prices by manufacturers of all trade-marked and branded merchandise, irrespective of the patent law.

The enactment of the Stevens Bill will permit protection of resale prices on patented articles, not by virtue of the patent, but on the broad ground of protection to good will and reputation, as created under trade-marks and brands.

EDMOND A. WHITTIER,
Secretary American Fair Trades League.

* * *

Who Buys Grocery Boxes.

Asbury Park, N. J., March 26, 1915.
To the Editor.

Dear Sir:—Can you tell me who will buy empty grocery boxes? I have about 1,000. Yours truly,
ROBT. MCCLELLAND.

Wm. L. Orr, 1611 S. Nineteenth street, Philadelphia, will pay $3 per 100.

* * *

Important Bill Pending in Congress.

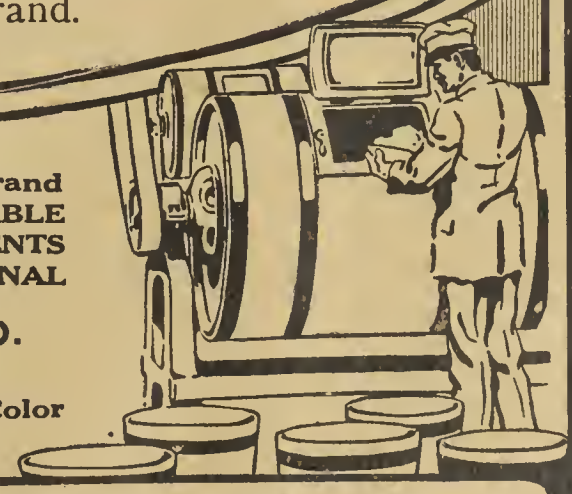
Baltimore, Md., April 1, 1915.
To the Editor.

Dear Sir:—I wish to call your attention to a bill (H. R. No. 12,303) which was recently acted upon favorably by the United States Senate, having already passed the House. This bill is an addition to Section No. 3,246 of the Revised Statutes, making said section read as follows:—

Be it enacted, etc., That Section 3,246 of the Revised Statutes of the United States, as amended by Sec-

Ask Your Customers to Try Dandelion Brand Butter Color, They Will Thank You for the Rest of Their Lives

When grass is scarce ask your dairymen customers to try Dandelion Brand Butter Color. Tell them it gives the true June shade and adds enough weight to pay for itself. A sure way to make strong friends of your customers is to get them to try Dandelion Brand.



We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color

Dandelion Brand Butter Color

The color with the golden shade

tion 5 of the act of March 1, 1879 (20 Stat., p. 327), be, and the same is hereby amended by adding thereto the following:—

Nor shall any special tax be imposed upon manufacturing chemists or flavoring extract manufacturers for recovering tax-paid alcohol or spiritous liquors from dregs or marc of percolation or extraction, if said recovered alcohol or spiritous liquors be again used in the manufacture of flavoring extract.

So that said Section 3,246 of the Revised Statutes of the United States shall read as follows:—

Sec. 3,246. Nothing in this chapter shall be construed to impose a special tax upon vintners who sell wine of their own growth or manufacturers who sell wine produced from grapes grown by others, at the place where the same is made or at the general business office of such vintner or manufacturer. Provided, That no vintner or manufacturer shall have more than one office for the sale of such wine that that shall be exempt from special tax under this act; nor shall any special tax be imposed upon apothecaries as to wines or spiritous liquors which they use exclusively in the preparation or making up of medicines.

Nor shall any special tax be imposed upon manufacturing chemists or flavoring extract manufacturers for recovering tax-paid alcohol or spirituous liquors from dregs or marc of percolation or extraction if said recovered alcohol or spirituous liquors be again used in the manufacture of flavoring extracts.

This bill was presented by the Flavoring Extract Manufacturers' Association, and will be the means of turning into a profit what has heretofore been a loss to its members. It adds another laurel to the credit of the Flavoring Extract Manufacturers' Association of the U. S. A. for doing good work.

Last year they had H. R. Bill No. 17,678 passed, allowing manufacturers of flavoring extracts a rebate on the tax paid on alcohol in the manufacture of flavoring extracts for export trade, thus enabling the manufacturers in this country to meet the foreign manufacturers, as in selling to the foreign trade it had not previously been possible to do.

W. M. McCormick.

* * *

Retail Sales of Oleo in New York.

Penn Yan, N. Y., March 31, 1915.
To the Editor.

Dear Sir:—I have never noticed in your "Grocery World and General Merchant" of you publishing the law of how many pounds of oleo a retailer has a right to sell to any one party at one time. I believe there are thousands of stores in the State which are violating this law. I know of some stores that won't sell over five pounds and some that will sell 10 pounds. I don't know anything that you could do for the benefit of your readers than to publish the law.

I have been in several stores and have seen this law violated. Please give me an early reply to this matter.

Yours truly, * * *

Both the National and the New York State law require that under 10 pounds only may be sold to one customer.

* * *

Buyers of Baled Waste Paper.

Warrior's Mark, Pa., March 31, 1915.
To the Editor.

Dear Sir:—Please send me names of people who buy baled waste paper.

Yours truly, F. K. Mattern.

Coll Paper Co., 305 Florist street, Penn Paper and Stock Co., Marshall and Willow Sts., both of Philadelphia.

The New York Letter

Standard Scale Company's Suit Against Weights and Measures Superintendent on Trial. Oleo License Bill Passes Senate. South America Buying Eggs. Housewives' League Believes in Package Goods. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, April 2, 1915.

An interesting suit under the Net Weight and Measure Act is on trial here in the Supreme Court. It was brought by the Standard Computing Scale Co., Detroit, Mich., against the Commissioner of Weights and Measures, and its bringing was reported in this letter several weeks ago. The scale company complains because the State Superintendent has barred out their scale from the State on the ground that it is not accurate and is not adjusted in accordance with the law. The city will contend that the Standard scale contains a device which allows fraudulent practices in the weighing of merchandise, this being a screw device for the purpose of adjusting a spring. It is said that the owner of this scale can so manipulate the screw as to give short weight, although the face of the scale will show everything to be all right. The Commissioner is barring the Standard scale under the following provisions of the law:

> All combination spring and lever computing scales must be equipped with a device which will automatically compensate for changes of temperature at zero balance and throughout the whole range of weight gradations.

The Standard Co. asks that the Commissioner be enjoined from carrying out his order.

* * *

The Lawson bill, which imposed a license upon all manufacturers of and dealers in oleomargarine, and which is being opposed by the united retail trade, has passed the State Senate and is said to be slated to pass the House. It imposes a tax of $500 on manufacturers, a tax of $150 on wholesalers and a tax of $6 on retailers.

* * *

Local wholesale egg dealers are much interested in the large demand that has come recently from Argentina for eggs to this country. Last week the Argentine Republic bought 5,000 cases, and other shipments will go forward in a few days. This is entirely new business and comes from the fact that the Argentine Republic can no longer get a sufficient supply of eggs from Europe. Great care has to be taken with shipping eggs to the country named.

* * *

There is reported to be in this city a great scarcity of storage room for April eggs. This is particularly due to the fact that there are more apples in storage than usual and also more dressed meat. Huge quantities of eggs are now being brought forward to be stored, but there is going to be a considerable difficulty in finding them quarters.

* * *

The Housewives' League does not believe in the suggestion made recently by the Mayor's Food Committee that consumers should buy their foods in bulk instead of in packages. The League has adopted the following resolutions on the subject:—

> Whereas, Since the inception of the Housewives League movement it has been our aim to encourage and promote the use of such food products as are produced, handled and marketed under sanitary conditions; and
>
> Whereas, This end can only be achieved when the manufacturer's name is plainly placed upon the container or products so that the manufacturing plant may be open to inspection and the manufacturer held responsible for the quality of his product; and
>
> Whereas, The use of bulk goods tends to encourage adulteration and insanitary handling and nullifies the work accomplished by Federal a State authorities in requiring prop labeling of food products; therefo be it.
>
> Resolved, That the Natio Housewives League protests vigo ously against the action of t Mayor's Food Committee in reco mending the use of bulk goods.

The League has also passe resolution urging all food manu turers to have the name and add of their factory plainly marked u each container.

* * *

Italian tomato paste, which largely used in this country am the foreign element, has been ba out by the United States Gov ment, provided it contains n than 300 miligrams of tinned s per case. This is not a new reg tion, because it was adopted by Federal Food and Drug Board s eral years ago. Its enforcemen new, however, for practically effort has ever been made to force it. Tinned salts are an wholesome drug created by combination of the soda in the mato and the tin container.

* * *

The trade have been much cited during the week by an nouncement by the Cream of Wh Co. that henceforth cutters wil cut off the direct buying list. immediate cause of the trouble the Great Atlantic and Pacific Co., all of whose stores have b selling Cream of Wheat by package cheaper than it could bought of the jobber. The Ce Co. has during the week issued following letter on the subject:—

Minneapolis, March 13, 1915.

Gentlemen:—The Great Atlan and Pacific Tea Co. is selling Crea of Wheat to the consumer at cents per package. As soon as v were informed of the fact we di

The Week's One-Time Ads.

You fellows have got a chance now to buy first hands. The Alfred Jones people, down in Bangor, Me., are advertising that fancy boneless salt codfish of theirs, packed in glass. They were the first people in the whole United States to pack boneless salt cod in glass, and being right in the New England fish district, their goods have always been different from everybody else's. I'm proud to have them in the paper. You can make a mighty good deal with them on a grade of codfish in glass that will sure make a hit with your trade.

* * *

Every general store ought to buck up and listen to what the Peerless Pattern Co., of Brook N. Y., say in this issue. They h a Peerless Pattern proposition general stores on which you make 100 per cent. profit—comp that with Cream of Wheat, sa without the slightest chance of l because they guarantee the sal any patterns you buy. Think selling stuff the sale of which guaranteed by the manufactu and doubling your money! R their ad. in this issue—it's hea "General Stores, Sell Patterns o Guarantee From Us," and t send for particulars of their sche It's the side lines like this that making the money to-day.

Jimmy Mande

Thirty-Six Million Free Coupons

Our Free Sampling Campaign Through You to Win New Customers

Ads Coming Out in April and May

One offers Corn Puffs free—
One offers Puffed Wheat free—
One offers Puffed Rice free—

We pay you the full retail price for the packages you deliver on these coupons.

Each one redeemed by you means a cash sale.

We urge your co-operation.

If you will prepare for the coupon demand by ordering all three—Corn Puffs, Puffed Wheat and Puffed Rice—we will take the risk of sale.

Any grocer who orders Corn Puffs, Puffed Wheat and Puffed Rice as we suggest and finds himself on August Ist with too much stock on hand will be relieved of the surplus by us on request.

Order all three today.

The coupons begin to appear by the millions about April 10th.

The Quaker Oats Company

(883)

THE MILK THAT SELLS

BORDEN'S CONDENSED MILK CO.
EAGLE BRAND
Trade Mark of Borden's Condensed Milk Co.
GAIL BORDEN
EAGLE
BRAND
by which their Preserved Milk will hereafter be designated and for additional protection against imposition each label will bear the signature.
Gail Borden
BORDEN'S CONDENSED MILK CO.
NEW YORK U.S.A.

ADVERTISING AND QUALITY MAKE

Borden's Eagle Brand Condensed Milk

and

Borden's Peerless Brand Evaporated Milk

THE FASTEST-SELLING BRANDS

Our steady advertising is constantly stimulating the demand for **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk,** making new customers every day. Keep them well displayed in your store and secure the sales we are sending to you, because your customers will like their quality and flavor so that, once started, they will always buy these brands. You can not only start new customers on **Borden's Milks** but you can get regular buyers to buy more if you'll call their attention to the many delicious dishes they can make with them; many people who are only using them for tea and coffee will make cookies, doughnuts, cinnamon bun, milk bread. If you'll suggest it you'll not only sell more, but you'll also sell cocoa, cocoanut, spices, butter, eggs and flavoring extracts. We'll help you stir up these sales; send us your customers' names and we'll mail our Recipe Book to them for you.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 **NEW YORK**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY SERVICE YOUR

WHAT TO TELL CUSTOMERS

"We recommend **BORDEN'S MILKS** because we know they are best and purest. We're making special efforts now to get all our customers using them in preference to others. Let us send Borden's this week."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

continued sales to them. They ha announced that they propose continue to sell Cream of Wheat that price, and in order to do since they can no longer buy dir from this company, they will u doubtedly endeavor to secure th supplies, directly or indirect through both the jobbing and t retail trade.

Twelve cents per package is b low the cost of every regular reta groceryman. If the Great Atlant and Pacific Tea Co. can contin sales at that price, at whatev temporary cost to themselves, th will destroy the Cream of Whe trade of every legitimate retail dea er with whom they come in comp tition.

Moreover, if they can succeed destroying the trade of the legi mate retailer in one article by th means, the process will inevitab be extended with other articles, the eventual complete demoraliz tion of the trade of the legitima jobber, as well as of the trade the legitimate retailer.

The destruction of trade rivals quotations below cost, at whatev temporary loss to themselves, precisely the kind of unfair comp tition that has been so strong condemned by the courts and public opinion, when practiced other large corporations.

We are certain that you will n permit your organization to be party to this attempt to undermi your own and your customer trade, and we request, therefor that you watch with unusual ca your disposals of Cream of Whea in order that no quantity, at an price, shall reach, directly or ind rectly, the Great Atlantic and P cific Tea Co., to enable them continue their present menace the legitimate trade.

Yours truly,
CREAM OF WHEAT CO.
By F. W. Clifford, Treasurer.

They state that they have continued sales to the Great Atla and Pacific Tea Co. and will do same with everybody else who the price.

SUMMARIZED MARKET CONDITIONS.

Tea very quiet but steady. sign of weakness whatever. B teas, Congous, India-Ceylons very scarce.—Coffee fairly stea on firm reports from Brazil a buying from Europe. Outlook particularly firm.—Sugar about changed. Raws steady to firm a refined sugar dull at unchang prices.—Canned vegetables entir unchanged and in ordinary seas able demand. Cheap peas parti larly wanted.—Dried fruits e throughout the entire list. Peac particularly cheap and dull. Pru also somewhat neglected.—Wh still uncertain and unsteady. mand dull by reason of the holid Prices about unchanged.—Flo quiet at a small percentage bel the highest point.—Provisions fa ly active and inclined to be easy spite of the improved demand.

AMONG THE TRADE.

It is said that three new co-operve buying movements are taking ape in this city. One is called the andard Grocery Co., which has a arehouse at Second and Brown reets. It is a combination of Jew- grocers, who will buy together. e second is the Richmond Gro- ry Co., which has just been or- nized in Richmond. It is a com- nation of Polish grocers who will so try to buy from the manufac- rer direct. The third is a sup- sed organization of 1,000 P. R. R. ployees, who will each buy one are of stock at $15 per share. is will give capital of $15,000, nich will be used to establish and aintain a central store at which e railroad people will buy supplies cost. The first and second of ese enterprises will hurt the job- r, if they go through, and the ird would hurt the retailer.

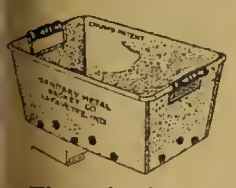
ew Orleans Merchants Make Time Limit for Return of Goods.

Following the lead of other cities, ew Orleans merchants, members of e retail merchants' bureau of the Asciation of Commerce, have established time limit, during which customers y return goods for exchange, refund credit. From now on the members the organizations, which includes actically all New Orleans retail merants, will allow their customers five ys from the date of a purchase, durg which the goods may be returned. t the expiration of the time limit the le will be considered closed. In St. ouis, where the time limit was first t into effect, 24 hours is allowed. oston, Philadelphia, Los Angeles and an Francisco are other cities where mits are short.

PATENTS

and Trade-marks procured promptly —and properly in all countries—

avis & Davis, Washington, D. C.



Deliver Your Goods in Sanitary Metal Baskets

These baskets are made of galvanized iron, reinforced and strengthened so as to last a long time. Being perforated, they are self-cleaning, also useless to the housewife enabling you to sell your wooden boxes.

Sanitary Galvanized Iron Metal Baskets are *economical* because they save space; *durable*, will outlast three of the old kind; *modern*, brings delivery system up to date; *cleanly*, no place for dirt to stay.

Price, $4 to $6 per dozen on baskets holding from one to four pecks. Order to-day

Sanitary Metal Basket Co., Lafayette, Ind.

Karo (REG. U.S. PAT. OFF.) Moves Quickly From Your Shelves

You'll find **KARO** listed on a majority of the orders you receive and your customers ask for it because our advertising has taught them its many uses, while its purity and quality bring them back for more. **KARO** is easy to sell and the demand for it is increasing throughout the entire year. It moves so quickly and gives such perfect satisfaction to your customers that you will find **KARO** the most profitable syrup you can handle. Display the well known **KARO** cans where your customer can see them—you'll find it pays.

Besides its many other uses, **KARO (Crystal White)** is widely used for home preserving. It will pay you to speak of this to your customers, because **KARO** pays you more profit than sugar.

Corn Products Refining Company

NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

WHAT TO TELL CUSTOMERS

"Cut down your sugar bills by using part **KARO** instead of all sugar in your general cooking—you will effect a material saving and at the same time improve the quality of your cooking. Write Corn Food Products Company for a cook book."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

April.

Woman's Home Companion.

Bon Ami, one page.
Crisco, one page.
Postum, quarter page.
Sun Maid Raisins, quarter page.
Corn Puffs, half page.
Campbell's Soups, half page.
Quaker Oats, half page.
United Coupons, half page.
Van Camp's Pork and Beans, half page.
Puffed Wheat and Rice, half page.
Heinz Baked Beans, quarter page.
Colburn's Spices, two inches.
Lipton's Tea, eighth page.
Welch's Grape Juice, eighth page.
Domino Sugar, half page.
Eagle Milk, quarter page.
Steero Cubes, eighth page.
Pettijohn's, five inches.
Knox Gelatine, quarter page.
Dromedary Dates, eighth page.
Airline Honey, eighth page.
Jello, quarter page.
Snider's Catsup, one page.

Collier's Weekly.

Crystal Domino Sugar, five inches.
Cream of Wheat, one page.
Heinz Baked Beans, quarter page.
Sunkist Oranges, half page.
Van Camp's Pork and Beans, half page.
Swift's Premium Ham or Bacon, quarter page.
Butter-Kist Pop Corn, eight inches.
Dromedary Dates, four inches.
Welch's Grape Juice, one page.
Three-in-One Oil, half page.

Leslie's Weekly.

Postum Cereal, quarter page.
Three-in-One Oil, three inches.
Nabisco Sugar Wafers, quarter page.
Tuxedo Tobacco, one page.
Quaker Oats, quarter page.

Everybody's Magazine.

Occident Flour, one page.
Postum, one page.
Campbell's Soups, one page.
Lucky Strike Tobacco, one page.
Carnation Condensed Milk, one page.
Velvet Tobacco, one page.
Takhoma Sunshine Biscuits, one page.
Barrington Hall Coffee, one page.
Fairy Soap, one page.
Swift's Premium Hams and Bacon, one page.
Ivory Soap, one page.

The Outlook.

Barrington Hall Coffee, one page.
Ivory Soap, one page.
Crystal Domino Sugar, quarter page.
Three-in-One Oil, quarter page.
Tuxedo Tobacco, one page.
Jell-O, one page.
Shredded Wheat, one page.
Grape Nuts, one page.
Royal Baking Powder, one page.
Puffed Wheat and Rice, one page.
Bon Ami, one page.
Swift's Premium Hams and Bacon.
Bull Durham, one page.
Wheatena, one page.

The American Magazine.

Fairy Soap, one page.
Welch's Grape Juice, seven inches.
Heinz Baked Beans, half page.
Domino Sugar, four inches.
Ivory Soap, one page.
Grape Nuts, one page.

McCall's Magazine.

Bon Ami, one page.
Puffed Wheat and Rice, three-quarters page.
Ivory Soap, one page.
Campbell's Soup, third page.
Postum, third page.
Van Camp's Pork and Beans, third page.
Shredded Wheat, third page.
Diamond Dyes, third page.
Old Dutch Cleanser, third page.
Minute Tapioca, two inches.
Corn Puffs, two-thirds page.
Quaker Oats, two-thirds page.
United Coupons, two-thirds page.
Knox Gelatine, half page.
Lipton's Tea, seven inches.
Eagle Milk, half page.
Crisco, half page.
Jello-O, half page.
Three-in-One Oil, five inches.
Gold Dust, six inches.
Pettijohn's, five inches.
Mapleine, four inches.
Kellogg's Toasted Corn Flakes.

Saturday Evening Post.

Ivory Soap, one page.
Campbell's Soups, half page.
Burnham & Morrill Fish Flakes, quarter page.
Scot Tissue Towels, quarter page.
Velvet Tobacco, half page.
Prince Albert Tobacco, one page.
Two-in-One Shoe Polishes, quarter page.
Carnation Milk, quarter page.
Sunkist Oranges, one page.
Occident Flour, one page.
Puffed Wheat and Rice, half page.
Van Camp's Pork and Beans, half page.
Three-in-One Oil, quarter page.
Clicquot Club Ginger Ale, quarter page.
Dromedary Dates, four inches.
Sun Maid Raisins, one page.
Beech-Nut Catsup, quarter page.
Red Wing Grape Juice, one page.
Quaker Oats, half page.
Calarot Figs, eight inches.
Swift's Premium Ham or Bacon, quarter page.
Pettijohn's, five inches.
Gold Medal Flour, one page.
Old Dutch Cleanser, quarter page.
Underwood Deviled Ham, quarter page.

The Youth's Companion

Puffed Wheat and Rice, half page.
Baker's Cocoa, quarter page.
Swift's Premium Ham and Bacon, quarter page.
Old Dutch Cleanser, quarter page.
Nabisco, quarter page.
Campbell's Soups, half page.
Puffed Wheat and Rice, half page.
Baker's Cocoa, four inches.
Minute Tapioca, two inches.
None Such Mince Meat, four inches.
Three-in-One Oil, six inches.
Crisco, quarter page.
Jell-O, quarter page.
Sunkist Oranges and Lemons, quarter page.
Van Camp's Pork and Beans, quarter page.
Baker's Cocoa, four inches.
Old Dutch Cleanser, one page.
Pettijohn's Bran, five inches.

Ladies' World.

Cream of Wheat, one page.
Old Dutch Cleanser, quarter page.
Van Camp's Pork and Beans, half page.
Postum, quarter page.
Royal Baking Powder, half page.
Corn Puffs, half page.
Grape Nuts, one page.
Occident Flour, one page.
Diamond Dyes, quarter page.
Carnation Milk, quarter page.
Knox Gelatine, quarter page.
Quaker Oats, half page.
California Sunkist Oranges, quarter page.
Morton's Salt, quarter page.
Sun Maid Raisins, quarter page.
Heinz Baked Beans, quarter page.
Mapleine, four inches.
Puffed Wheat and Rice, half page
Dromedary Dates, quarter page
Welch's Grape Juice, eighth page
United Coupons, half page.
Domino Sugar, quarter page.
Tanglefoot, eighth page.
Pettijohn's, five inches.
Lowney's Cocoa, two inches.
Farwell & Rhines Gluten Flour one inch,
Atmore's Plum Pudding, on inch.
Cox's Gelatine, one inch.
Teco Self Rising Flour, one inch
Rumford Baking Powder, si inches.
Kellogg's Toasted Corn Flakes.
Fairy Soap, one page.

Ladies' Home Journal.

Snider's Catsup, one page.
Ivory Soap, one page.
Dromedary Cocoanut, quarte page.
Crisco, quarter page.
Royal Baking Powder, half page
Quaker Oats, half page.
Kellogg's Toasted Corn Flake half page.
Welch's Grape Juice, quarte page.
Procter & Gamble's White Naph tha Soap, quarter page.
California Sunkist Oranges, on page.
Liquid Veneer, one page.
Jell-O, one page.
Steero Cubes, eighth page.
Van Camp's Pork and Beans half page.
Knox Gelatine, quarter page.
Lipton's Tea, eighth page.
Puffed Wheat and Rice, half page
Campbell's Tomato Soup, hal page.
Swift's Premium Ham and Bacon quarter page.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you, the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

23

Every "Ladies' Home Journal" that goes to your town directly solicits its readers to buy certain articles at the most convenient store, which in some cases is certain to be yours.

The solicitors are in many cases the highest priced advertising writers in the world.

To yoke up with this advertising, and get business from it, is the highest form of intelligent merchandising to-day.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

Look at These Shelves

Here is a store fitted with **Baines' Brackets.** Our word for it, there are at least 25 per cent. more goods on the shelves here than there can possibly be on the shelves of any similar store using the old style shelves. No crowding either.

The point about **Baines' Brackets** is that they hold up the shelves without uprights. That gives you the use of the whole unobstructed shelf length, and not only greatly improves the appearance of your stock, but gives you a place for at least one-fourth more goods.

PIQUA BRACKET COMPANY
PIQUA, OHIO

How to Make Other Cocoas as Good as Ours

Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as **Croft's Swiss Milk Cocoa.**

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so that they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. *Philadelphia* PENNSYLVANIA

Old Dutch Cleanser, quarter page.
Sun Maid Raisins, half page.
Heinz Baked Beans, quarter page.
Mapleine, four inches.
Corn Puffs, half page.
Burnett's Extracts, eighth page.
Airline Honey, quarter page.
Beech-Nut Tomato Catsup, quarter page.
Underwood Deviled Ham, quarter page.
Pettijohn's, five inches.
Eagle Milk, quarter page.
Three-in-One Oil, five inches.
Fairy Soap, quarter page.

The Century Magazine.

Fairy Soap, one page.
Baker's Cocoa, one page.
Shredded Wheat.
Jell-O, one page.
Whitman's Products, half page.
Crystal Domino Sugar, quarter page.
Occident Flour, one page.
Ivory Soap, one page.
Welch's Grape Juice, one page.

Harper's Monthly.

Shredded Wheat, one page.
Jell-O, one page.
Postum, one page.
White House Coffee, half page.
Crystal Domino Sugar, quarter page.
Welch's Grape Juice, one page.
Swift's Premium Hams and Bacon, one page.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Grape Nuts, quarter page.

The Woman's Magazine.

Bon Ami, one page.
Liquid Veneer, quarter page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Pettijohn's Rolled Wheat with Bran, five inches.
California Sun Maid Raisins, quarter page.
Three-in-One Oil, six inches.
Welch's Grape Juice, eighth page.
Knox Gelatine, quarter page.
Van Camp's Pork and Beans, quarter page.
Crisco, quarter page.
Postum, quarter page.
Fairy Soap, quarter page.
Minute Tapioca, two inches.
Sunshine Specialties, quarter page.
Steero Bouillon Cubes, eighth page.
Puffed Wheat and Rice, half page.
Quaker Oats, half page.
Swift's Premium Hams and Bacon, quarter page.
Eagle Brand Condensed Milk, quarter page.
Jell-O, quarter page.
Dromedary Dates, four inches.
Carnation Milk, quarter page.
Crystal Domino Sugar Products, one page.

Good Housekeeping.

Welch's Grape Juice, one page.
Sapolio, one page.
Lowney's Crest Chocolates, one page.
Campbell's Soups, one page.
Knox Gelatine, one page.
Rumford Baking Powder, one page.
Morton's Salt, one page.
Skinner's Macaroni, one page.
Fels Naptha Soap, one page.
Burnett's Vanilla, half page.
Airline Honey, half page.
Three-in-One Oil, quarter page.
Tanglefoot Fly Paper, quarter page.
Cresco Flour, one inch.
Franklin Entire Wheat Flour, one and a half inches.
Junket Dessert, one and a half inches.
Nesnah Desserts, two inches.
Baker's Cocoanut, two inches.
Colburn's Spices, quarter page.
Kitchen Bouquet, quarter page.
Cresca Peas, quarter page.
Kornlet, quarter page.
Ballard Edible Bran, quarter page.
Minced Sea Clams, quarter page.
Yacht Club French Sardines, quarter page.
Lea & Perrin's Sauce, quarter page.
Cox's Gelatine, quarter page.
Orona Soap and Cleanser, half page.
Kellogg's Bran, half page.
Porcela Cleanser, half page.
Wagner Aluminum Ware, half page.
Sauer's Flavoring Extracts, half page.
Onyx Enameled Ware, half page.
Liquid Veneer, one page.
Hoosier Kitchen Cabinet, one page.
Electro-Silicon, one page.
Wear Ever Aluminum, one page.
Mono Service Co. Kleen Kups, one page.
Del Monte Canned Goods, one page.
Heinz Baked Beans, one page.
Beech-Nut Tomato Catsup, one page.
Packer's Tar Soap, one page.
Parrot Polish, one page.
Old Dutch Cleanser, one page.
Libby's Olives and Olive Oil, one page.

Delineator.

Bon Ami, one page.
Ivory Soap, one page.
Dromedary Cocoanut, quarter page.
Postum, quarter page.
Sun Maid Raisins, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Welch's Grape Juice, eighth page.
Three-in-One Oil, six inches.
Pettijohn's, six inches.
Crisco, quarter page.
Corn Puffs, half page.
Quaker Oats, half page.
Minute Tapioca, two inches.
Steero Cubes, eighth page.
Junket, one and a half inches.
Puffed Wheat and Rice, half page.
Eagle Brand Condensed Milk, quarter page.
Heinz Baked Beans, quarter page.
Swift's Premium Ham and Bacon, quarter page.
Jell-O, quarter page.
Dromedary Golden Dates, six inches.
Fairy Soap, quarter page.
Liquid Veneer, quarter page.
Carnation Milk, quarter page.
Sunshine Specialties, quarter page.
Knox Gelatine, quarter page.
Kitchen Bouquet Flavoring, two inches.
Van Camp's Pork and Beans, quarter page.
Domino Sugar Products, one page.

Designer.

Bon Ami, one page.
Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Van Camp's Pork and Beans, quarter page.
Sun Maid Raisins, quarter page.
Pettijohn's Bran, five inches.
Welch's Grape Juice, eighth page.
Postum, quarter page.
Crisco, quarter page.
Steero Bouillon Cubes, eighth page.
Junket Dessert, one and a half inches.
Wear Ever Aluminum, eighth page.
Corn Puffs, half page.
Quaker Oats, half page.
Three-in-One Oil, five inches.
Minute Tapioca, two inches.
Puffed Wheat and Rice, half pa
Borden Eagle Brand Condens Milk, quarter page.
Liquid Veneer, quarter page.
Carnation Milk, quarter page.
Knox Gelatine, quarter page.
Sunshine Specialties, quart page.
Fairy Soap, quarter page.
Jell-O, quarter page.
Swift's Premium Hams and B con quarter page.
Crystal Domino Sugar Produc one page.

McClure's.

Royal Baking Powder, one page
Baker's Cocoa, one page.
Ivory Soap, one page.
Campbell's Soups, one page.
Postum, one page.
Whitman's Chocolates, half pag
Crystal Domino Sugar, quart page.
White House Coffee, quart page.
Cream of Wheat, one page.
Grape Nuts, one page.

St. Nicholas.

Fairy Soap, one page.
Baker's Cocoa, one page.
Anola Wafers, one page.
Jell-O, one page.
Beech-Nut Peanut Butter, qua ter page.
Puffed Wheat and Rice, one pag
Old Dutch Cleanser, one page.
Swift's Ham and Bacon, one pag
Fairy Soap, one page.
Campbell's Soups, one page.
Quaker Oats, one page.
Three-in-One Oil, quarter pag
Welch's Grape Juice, one page.
Puffed Wheat and Rice, one pag
Ivory Soap, one page.
Libby's Olives and Olive Oil, on page.
Grape Nuts, one page.

Scribner's Magazine.

White House Coffee, half page.
Domino Sugar, quarter page.
Ivory Soap, one page.
Libby's Olives, one page.
Grape Nuts, one page.

National Magazine.

Shredded Wheat, one page.
Swift's Premium Bacon, one pag
Pear's Soap, one page.
Bates' Kitchen and Hand Soa quarter page.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

The Lights of Spring

The Winter is far spent and we are on the threshold of Spring, bringing with it a more active demand for all classes of seasonable goods

SYRUPS—Our well known brands are always in season. We have trade who have bought these Syrups of us for years. There is a reason—quality uniform and satisfaction guaranteed. Our **Challenge Table Syrup** is very popular, clear, light color and splendid flavor. **Royal Table,** another favorite; **Starlight, Very Best, Ex. Amber, Gilt Edge, King B Drips, White Clover, Ex. Maple,** etc. A fine line of New Orleans Molasses, good flavors and desirable goods—Church Plantation, Ingleside, Belmont, Cruiser, Westfield, Plantation—buy now.

SPINACH—A great spring dish, healthy and appetizing, this particular lot is fine quality, free from grit, and the price is low. Hartlove Brand, per dozen, at 85c.

MACARONI—Not imported, "Made in America" and made from selected hard wheat, equal to the imported and at a less price. **Quaker City Brand**—Elbows, Vermicelli, Spaghetti, in one-pound package, 25 pounds to the box; per pound, 7c.

ASPARAGUS TIPS—Good size, green, Buckskin Brand No. 1, per dozen, at $1.95; Buckskin Mammoth No. 2½, this is large grass and of the best, per dozen, at $2.15; Tioga Spear, in one-pound round cans, at $1.15 per dozen.

FANCY TELEPHONE TEAS—Our **Cruiser Brand** represents an extra fine quality of large, tender Sugar Peas, one of most popular peas on the market, per dozen, at $1.60.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

f you are not selling
arge quantities of the
914 pack of

Hawaiian Pineapple

In other words, getting your share of the business—it may be due to one or both of the following reasons:—

Either your price is too high, or you are not making the display of HAWAIIAN PINEAPPLE which it deserves.

Hawaiian Pineapple Is a Staple

The packers are vieing with each other to put it in your hands at such prices that you can sell it as a daily household necessity and not as a luxury.

A full display in your store with prominent and attractive window display will mean large sales with satisfactory profits, and start a steady trade for staple goods. Try it.

Hawaiian Pineapple Publicity Dept.
9 East 40th Street : : : New York, N. Y.

BURK'S

Bock Wurst

NOW ON SALE

Every Thursday, Friday and Saturday during the Bock Wurst season

Following our custom of the past several years we will cook this sausage instead of marketing it in a raw state, which will not only make it less perishable and cause it to stand shipping better, but will make the preparation thereof much easier.

DIRECTIONS

Cut links apart. Cut the casing lengthwise on two sides with the point of a sharp knife. Remove the casing by pulling it from end to end, by which method the meat will not adhere.

Brown a piece of butter in a pan, then fry the sausage long enough to heat it through, meanwhile gently shaking the pan. Serve hot.

When ordering your Easter Hams and Bacon remember that BURK'S are well trimmed, mild cured and from superior quality hogs

LOUIS BURK

Girard Avenue and Third Street
PHILADELPHIA

The Grocery Markets

Tea.

The tea market shows no change for the week in any line. Demand keeps up from day to day, the principal export demand being for the lower grades. These are firm, but unchanged for the week. Other grades steady and in moderate request.

Coffee.

The coffee market is about as it was last week. The continued firm reports from Brazil are all that keep the market up in this country. There is also a demand for coffee from Europe, principally for milds. This also has its effect. The demand is quiet and nobody seems to be inclined to speculate to the slightest degree. All grades of Rio and Santos are maintained on last week's basis, with no immediate change in sight. Milds are moderately active and unchanged. Mocha receded about ½ cents per pound and is now quoted at about 27 cents in a large way, green. The cause is apparently lack of demand, as the movement of Mocha stopped almost entirely when the price got up around 30 cents.

Sugar.

The sugar market is unchanged on last week's basis. Some of the refiners are quoting 6 cents for granulated, while others are quoting 5.90 cents, but all will sell at 5.90. Raws are where they were. They have fluctuated slightly, but show no immediate change. Experts on the subject predict that there will be no cheaper sugar for the balance of the year, as all of the basic conditions are firm and the refiners, owing to the increased cost of refining material, are putting 12 points per pound more into the cost of refining this year than last. The consumptive demand for sugar is quiet.

Syrup and Molasses.

Glucose remains the same as a week ago, and the demand for glucose products is waning with the season. Compound syrup is quiet at unchanged prices. Sugar syrup and molasses are just where they have been, with little or no demand.

Fish.

The fish market is dull and the closing of Lent will hardly make any difference to the demand. Norway mackerel is being offered at moderate prices, but without change for the week. The demand is light. Cod, hake and haddock are all unchanged and in light demand. Salmon of all grades is unchanged and in light demand. It is said that there will be no mild cured salmon this year, as Germany was the largest customer, and apparently will not want it. If this is true it will increase the supply of salmon in cans and may affect the market. Domestic sardines are firm, but without change for the week.

Canned Goods.

Tomatoes are steady and quiet. Absolutely no interest is being taken in future tomatoes, as the difference between them and spots is too great. Corn and peas, both spot and future, are in fair demand at unchanged prices, corn being comparatively firm. Apples are very dull at ruling quotations. California canned goods quiet and unchanged. Small Eastern staple canned goods quiet and unchanged.

Dried Fruits.

Prunes are very dull, with the market practically in buyer's favor. Quotations as low as 3½ cents in a large way have been heard for future prunes, but buyers distrust the market, owing to the possibility of a failure of the foreign demand and a consequent slump on this side. But very few future prunes have been sold up to this time. Peaches and apricots dull and unchanged in price. Currants, raisins and the balance of the dried fruit line are all inclined to be quiet, without change in price.

Beans and Peas.

No change whatever can be recorded in this market for the week. Pea beans are in quiet demand at last week's basis and so are marrows. Californ limas, green and Scotch peas are exactly where they were a week ago.

Butter.

The demand for butter during th past week has been better than for som time and prices have advanced fro 1 to 2 cents on all grades. The quali of the present arrivals is about what usually is at this season, and the ge eral situation is healthy without pro pect of material change.

Eggs.

Fresh eggs are firm and unchange and receipts are about normal for th season. The quality is the best of th year. Considerable eggs are going int storage now and the market is probabl as low as it will be, if the quality holds u The storage season will steady the mar ket, and no immediate change is ex pected.

Cheese.

Stocks of cheese are gradually bein reduced and every week more ship ments are going abroad. The market i firm and unchanged. An increased con sumptive demand is looked for fro now on, but without any materia change in the market.

Provisions.

The demand for smoked meats ha been very good during the past wee on account of the Easter season Prices are unchanged. Stocks are re ported large, and for that reason there has not been the advance which usually appears around the Easter season. A continued good consumptive demand is

AT WHOLESALE GROCERS EVERYWHERE

"Pfeiffer & Diller's"

KOSYR

TRADE MARK
Registered U. S. Patent Office

The Best Coffee Addition in the World

Stack a dozen tins on your counter, and you will be surprised at the ready and repeat sales of this high-grade article.

1 dozen 4-ounce tins to the carton
50-4-ounce tins to the box

CHAS. STRICKLER & SONS, Philadelphia, Pa. Sole Agents for U. S. A. and Canada

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, Coshocton, Ohio

Can't Tell Them Apart

¶ Take a dozen breakfast foods, and taste them blindfolded side by side. With probably nine of them you will not be able to tell the one from the other.

¶ But you can always tell **Wheatena** when you come to it, for it has a distinctive flavor and is different in everyway. It is the hearts of selected wheat.

¶ That is why **Wheatena** shows an increase at the end of every year. Packed and guaranteed very unusually.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n

You Can Increase Your Sales and Profits

¶ You can stimulate your trade and promote your business by using our "High grade—low price" Egg Cartons.

W. A. SCHURMANN & CO.
237 Diamond Street : Philadelphia, Pa.

cpected. Both pure and compound lard e steady and in excellent demand. arreled pork, canned meats and dried eef are all steady and unchanged in ice.

MARKET NOTES.

Spices.

The market is fairly active, but with onsiderable trading in cloves, tapioca nd peppers. Prices on nearly all ar-icles in the list are firm, and the ten-ency is really upward. We can only epeat what we have said before, that great scarcity prevails and this applies o nearly everything in the list.

Peppers.—Foreign markets are all igher, due to short crops in Lampong nd Acheen. All vessels are behind chedule and spot goods are unusually carce. Indications would point to igher values.

Red Peppers.—Great scarcity prevails nd the range of prices for all grades vill be higher over the spring and sum-ner months.

Cloves.—More active during the veek. Prices are sharply higher in all oreign markets. The supply here is un-isually short.

Nutmegs.—Demand increasing at gen-rally unchanged prices for all grades.

Cassias.—Saigon continues scarce and irm. Batavia unchanged and in little demand. China grades in fair demand, at generally unchanged prices.

Gingers.—In wide demand for all kinds. Prices firm, with upward ten-dency.

Seeds, Herbs, Etc.—The market is slightly easier, with no marked changes n valuations. We note an increase in nquiries for celery seed and other goods that are used by the pickling rade. Any unusual demand will have tendency to advance prices.

McCormick & Co.

Baltimore, Md.

Rice.

Market for the week has been quiet and light transactions have been accomplished at about former rates. As a rule, the trade take what they need and no more. The export inquiry broadened, but meagre shipping facilities have a tendency to curtail any large movement. The market remains steady, although general trade is somewhat sluggish and show a little disposition to operate beyond present limited requirements. Advices from the South along the Atlantic coast report unchanged conditions, although a little better feeling is manifest. Carolina moving slowly, due to relative high values asked.

At New Orleans there has been very little change over last week. Prices remain firm and stocks are reported light, Blue Rose and Japans being practically off the market. Rumor has it that deals involving very large quantities of rice are pending but the market awaits confirmation.

In the Interior, Southwest Louisiana, Texas and Arkansas, mills report light demand and stocks are being strongly held. Farmers are holding remaining rough rice at unwarranted prices.

D. Talmage's Sons Co.

New York and New Orleans.

Imported Fish Specialties.

We are pleased to report a good demand for both salt herrings and mackerel of all kinds, while arrivals are very small. Our cables from Norway report higher prices for Norwegian herrings.

The cod fishing in Norway is still going on, and up to the last report that we have received from our agents abroad, it gave the following result: 5.5 millions of stockfish and 17.7 millions of codfish against 3.9 millions of stockfish and 22.8 millions of codfish in 1914; 1.7 millions of stockfish and 11.8 millions of codfish in 1913; 10.4 millions of stockfish and 25.2 millions of codfish in 1912.

Fishing of late has given a poor result. Our agents report an enormous demand from Germany for salted cod. Consequently, a large proportion of codfish has been cured into salted codfish, instead of making it into stockfish, as in previous years. Germany in particular is taking all kinds of fish products from Norway in very large quanties; in fact, they are taking all they can possibly get hold of, which explains the rising tendency of the Norwegian market for fish products.

Our news from Europe in regard to the imported sardine situation is even more discouraging than it was last week, and we have no news of any interest in regard to sardines. The demand here continues quite fair, not as good as we should like to see it. Still, our stocks are so unimportant and the difficulty in securing fresh supplies is so great, that we are not worried about the little that we have here. It will be gone quickly enough, and we are very much afraid that we shall have hard work to replace what we are selling, even at a higher price.

Strohmeyer & Arpe Co.

New York.

Evaporated Apples, Etc.

The evaporated apple market has not ben so active here during the past week on account of the slowing up in buying on the part of the exporters.

Prices, however, are firmely held, owing principally to the very limited holdings. It would be difficult to buy prime quality in carload lots, packed in 50-pound boxes, under 7¾ cents, and sellers would want some premium for small quantities. Choice is held at 8 to 8¼ cents, while fancy is held from 8 to 8½ cents. There is very little demand for these higher grades, and in order to sell, it is necessary to cut these prices, excepting on small jobbing orders.

Some interest is being shown for 1915 crop October-November shipment. Buyers' ideas are 7 to 7¼ cents, while sellers are not inclined to shade 7½ to 7¾ cents, therefore very few contracts are actually being made.

Raspberries are quotable at 25½ to 26 cents per pound in barrels, but are very hard to find.

C. C. Hall.

Rochester, N. Y.

Standard Canned Goods.

That indefinable something that comes with the opening of the spring season seems to fill the air hereabouts and nearly everyone appears to believe that there is an active, firmer market ahead for the staple lines of canned goods, with tomatoes as the leader in point of activity. The fact that they cannot be produced next season at the present selling prices cannot be gainsaid, even should the weather and the crop conditions be in the canners' favor, and this is the chief basis of the expectation of a higher level of prices. The large consumption of tomatoes during the winter, at the prevailing low quotations, has taken out of the market some big lots that were held by country canners who were obliged to dispose of them in order to meet pressing obligations, and that menace, to a larger extent, has been removed. The situation, therefore, is buoyant so far as tomatoes are concerned.

The market was quite active this week for tomatoes for prompt shipment. The Eastern and Northern jobbers were the largest buyers, and the opening of lake and rail navigation brought numerous orders from the West and the Northwest. The increasing popularity of the No. 2 size tomatoes was again very much in evidence during the week, and the price of them stiffened up materially in the last three days, with strong indications of further activity ahead. Usually, an increased demand for that size is taken as a forerunner of a stronger market for the No. 3 size. As tomatoes well bought are half sold, intending buyers would do well to look after them now.

There was increased buying, in a small way, of the other kinds of vegetables, and these small orders make a respectable total at the end of the week. Spinach, sweet potatoes and string beans were a bit more active than the other items, though none of them were really active. The usual spring demand is expected to liven them up.

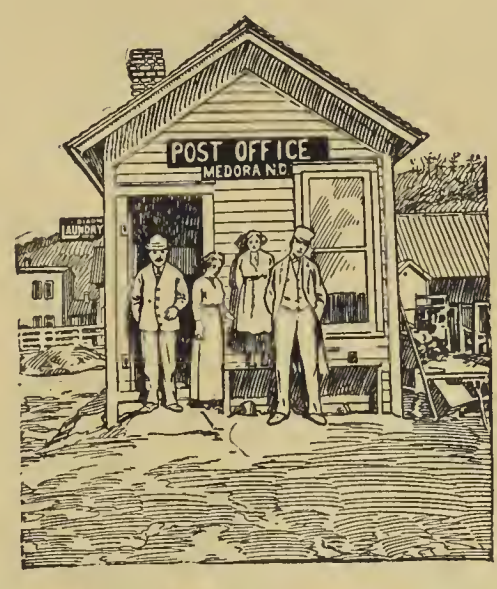
The market for canned fruits continues to be dull and uninteresting. It would be very much out of the ordinary if this market were active in fruits of any kind in the month of March. The small assorted orders coming in daily

Good Business in the Bad Lands

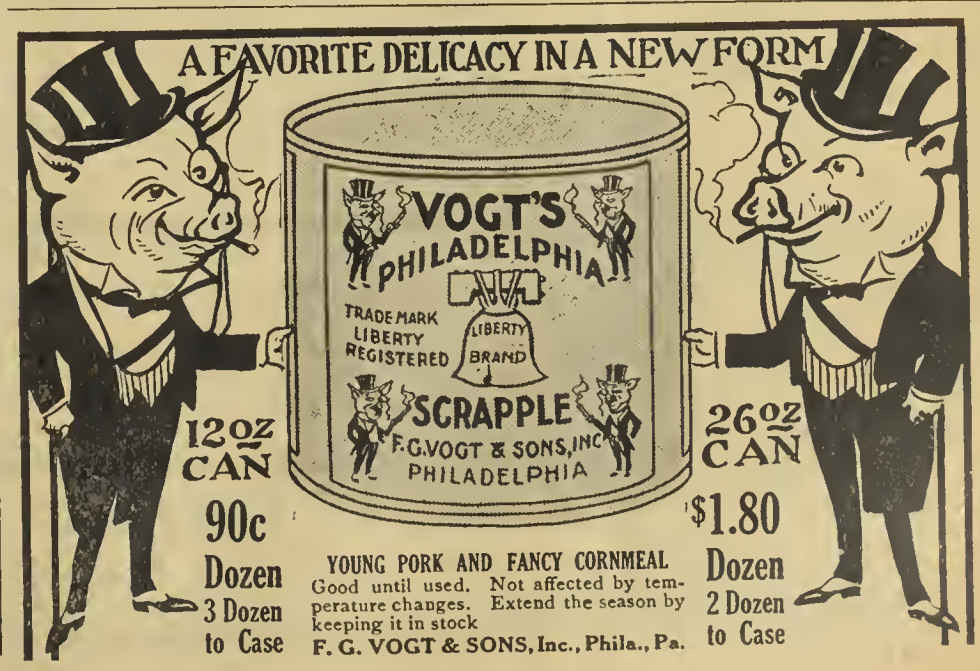
This tiny store building is at Medora, N. D., in the heart of the Bad Lands. Its floor space is 10 feet by 24 feet. Half of that is occupied by the post office, leaving a space the same in area for goods.

Here, the monthly sales of National Biscuit Company goods run high in a little town of 150 people. Ranchers and cowboys travel as far as sixty miles to reach this little establishment.

Display of National Biscuit Company goods attracts these people to buy. The quality inside the In-er-seal Trade Mark packages brings repeat sales the year round. Display is the thing in selling.



NATIONAL BISCUIT COMPANY



Hold Your Coffee Trade—Tight

GOLDEN SUN steel-cut COFFEE, made from rich, selected berries—blended and roasted by coffee experts—has a delicious flavor and aroma, so complete and satisfying to the taste, that no coffee drinker, however particular, can break away from it. You can suit the exact coffee taste of every customer with some one of the

FIVE GOLDEN SUN BLENDS

Karex Navarre Briardale Vienna Mocha and Java

You can hold that customer permanently because the air-tight tin insures GOLDEN SUN COFFEE reaching the home *always uniform* and full of strength, snap and aroma just as it came from the roasters.

Besides you can hold your trade better, you can save the time and expense of grinding and tying up coffee, to say nothing of offering your customers more uniformly ground and in every sense more certain merchandise by selling the clean, full-flavored, can-packed

GOLDEN SUN
Steel-Cut COFFEE

"The Crown of Coffee Goodness"

We help you with attractive store advertising matter.

THE WOOLSON SPICE COMPANY - - TOLEDO, OHIO

Oldest and largest home of coffee experts in the world

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY SERVICE

SAY TO CUSTOMERS

"You can be coffee happy the rest of your life—for there's a GOLDEN SUN Blend to suit your taste, and it will never vary in Quality, Strength or Flavor."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

somewhat relieve the monotony. Ap and May are always fairly active h for canned fruits of all kinds.

Cove oysters were in better dema The low prices should attract large ders for them.

THOS. J. MEEHAN & Co
Baltimore, Md.

Another Investigator Tell Why so Many Co-operative Buying Plans Fail

Then Describes a Cincinnati (Oh Plan That Has Not Failed. Prom Payment of All Bills, With a Hea Penalty for Non-Payment, an I portant Feature.

As secretary of a retail associ tion of this city we, that is a co mittee, have been investigating t subject of co-operative buying f a period of about twenty month and I have found the main obje tions to co-operative buying we as follows:—

First. That small buying clu were in no position to deliver me chandise or get any rates from loc delivery comapnies, so that w could get goods and make a pro in so doing.

Second. Insufficient capital—t amount of money each retailer p in not being sufficient to keep th members in stock of merchandi when needed, and not being a co porate body no line of credit bein extended by the manufacturers.

Third. If instead of each mem ber handling a few items, a sma warehouse is provided with a ma in charge, not sufficient business done to pay rent and his expense.

Fourth. No efficient means c collecting accounts and preventin losses arising from having boys i each store taking charge of reserv stock to be distributed to member

Fifth, and most important. Fe buying clubs have been able to ob tain recognition and obtain the be price on all its purchases.

These have been the conclusion which I have found as to the advis ability of starting a small buyin club in San Francisco. But w also found during our investiga tions that in Cincinnati there ha been operating for the last fiv years a complete wholesale dru house which has a recognized plac in wholesale circles, which is prin cipally owned and run by the re tail druggists of that city, an which has proven an unqualifie success.

The way they transact their busi ness, as I understand it, is as fol lows:—

First. All stock which is bought by the retailer is held as security against the paying of his weekly accounts, no such stock to be transferred unless he is fully paid in his running account, thus eliminating one of the wholesaler's high cost of doing business, i. e., bad accounts and failures.

Second. The stock is being sold with an 8 per cent. guaranteed dividend. This dividend comes from special contracts made with wholesalers allowing certain percentages on the yearly sales of some articles, also the cash discount is put in this sinking fund. This enables the company to pay a dividend on the money invested in stock and also allows us to interest friends outside the business to invest in 8 per cent. stock and still not allow them any buying privileges.

Third. This company is recognized as a wholesale house and has the equal and in a great many cases better buying facilities than many wholesalers now have, that is, a manufacturer can more readily reach the retailer through this house and is willing in some cases to give them better prices.

Fourth. All bills must be paid by the Friday following of each week, a penalty of 1 per cent. a week being added for non-payment, thus insuring a quick turn-over of all moneys and allowing greater purchasing power than otherwise possible. Their system of billing is also very simple, all goods being billed you less the discount, which varies from 5 to 25 per cent., and each week on your statement is added the cost of doing business, which we find in Cincinnati is about 4.8 per cent. and which should not be increased on the Coast over 1 or 1½ per cent. more. E. F.

San Francisco, Cal.,
March 22, 1915.

Be Sure to Obtain All Your Egg Money.

Eggs pay good profits when you get all the money due you, but frequently because of breakage in delivery, considerable of your profit is lost. This loss, and the dissatisfaction caused by it, can be entirely done away with by the use of the Star system for safe egg handling, made by the Star Egg Carrier Mfg. Co., 1504 Jay street, Rochester, N. Y.—Advt.

Wanted—a Used Keith Credit Register

Give full specifications, including year purchased, type of register, condition and price wanted, also cost price. Address "R. O.," Modern Merchant and Grocery World.

DISPLAY

WRIGLEY'S SPEARMINT

You'll Sell Much More

It sells rapidly *without* display, but much more rapidly *with* it. It's one of the things people buy continuously when they *think* of it—when they *see* it.

The heaviest advertising in the world makes people recognize

WRIGLEY'S SPEARMINT

instantly. The ads. creates the desire for it—*your display creates your opportunity*. By putting it where it is seen instantly, you connect *your cash receipts* with *our advertising*.

Every Package Tightly Sealed

Made from clean, wholesome, air-dried chicle, deliciously flavored with the pure juice of fresh mint leaves.

THE PERFECT GUM IN THE PERFECT PACKAGE

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

Say to Customers:

"Have a little WRIGLEY'S SPEARMINT with the flavor *This* is the gum that *lasts*. The new seal package keeps every piece as fresh and tasty as when made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

For BAKING as well as DRINKING

The Big Selling Cocoa of Pennsylvania

WILBUR'S

Made in Philadelphia

leads all others in sales to consumers and profits to dealers. Because WILBUR'S is a FOOD as well as a BEVERAGE—it makes the most delicious Desserts, Cakes, Candies, Puddings, Sauces, etc. Our booklet, "Cook's Tours Through Wilburland," shows fifty-nine different ways to use WILBUR'S COCOA, each one so delicious that the woman who tries one will try them all.

When you get your customers using WILBUR'S for baking, candy making, etc., they will use it as a staple food just as they do sugar and flour. Then you'll sell the *big pound cans* of WILBUR'S with

THE BIG PROFIT

instead of the small quarter pounds of other cocoas at the small profit.

We will gladly supply you with recipe books and other helps to increase sales

H. O. WILBUR & SONS, INC.

PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

SAY TO CUSTOMERS

"WILBUR'S COCOA doesn't have to be grated or cooked. You can make a cake with it, icing and all, in less time than it takes to make the icing alone with chocolate."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ITEMS OF GENERAL INTEREST.

Another Fake Collection Agency R Down.

The Elmer Richards Co., a mail ord collection concern, is said by Gover ment officials in charge of the case, have been attempting the most hig handed attempts at fraud that has y come to their notice. It is charged th Feuchtwanger operated a collecti agency under the title of "Bureau 34 and signed his correspondence "Gord B. Wylie, chief investigator."

* * *

Dry Goods Business Fair.

Marshall Field & Co., in their week review of the dry goods trade, say:—

Orders for immediate and future delivery are about even with those of the same week a year ago. Current shipments show a slight decrease as compared with those of the corresponding period.

Collections are satisfactory, showing improvement over last week. It is a healthful tendency that more retailers are coming to market regularly to do their buying than has been true in past years.

Merchants who have been in the market report broadening activity in retail lines as a result of Easter selling. The staple cotton goods market is firm.

* * *

Colorado Passes Extraordinary La Prohibiting All Gift Enterprises.

The State of Colorado has passed law which is the first of its kind eve passed in this country. It forbids a gift enterprises, under penalty of $1,00 fine, and possible imprisonment:—

For an act making unlawful gift enterprises and providing penalties for the violation thereof.

Be it enacted by the General Assembly of the State of Colorado:

Section 1. From and after the passage of this act it shall be unlawful, in the State of Colorado, for any person or persons to engage in any manner in any gift enterprise business.

Sec. 2. Any person or persons who shall in any manner engage in any gift enterprise business in the State shall be guilty of a misdemeanor, and upon conviction thereof shall be subject to fine in the sum of not to exceed $1,000, or imprisonment for not exceeding 60 days, or both, in the discretion of the court.

* * *

Burroughs' Calculating Machine Held an Infringement.

The most important decision ever rendered in adding and calculating machine patent litigation was handed down March 25, 1915, by Federal Judge Landis in the United States District Court at Chicago on a suit brought by Felt & Tarrant Mfg. Co., of Chicago, for infringement of the Felt comptometer patents by the Burroughs calculating machine, made by the Burroughs Adding Machine Co. This suit has been pending for several years and the evidence included thousands of pages of testimony and exhibits, and charged infringement of 58 claims in four patents. The court, after having held the case for consideration for several months, broadly sustained all claims and de-

ded the whole matter in three words: Decree for complainant." The decree overs every one of the 58 claims and verything asked for by the plaintiff.

* * *

New Kind of Grocery Store Appears in California.

J. R. Newberry, the California grocer, s out with a brand new adaptation of he idea of cutting down service costs n the grocery trade. He is converting is Riverside grocery store—the last one eft of his old chain—into a "cafeteria rocery." His plan is to operate along ractically the same lines as cafeteria estaurants are conducted. Railings vill be built into the store, and as the ustomer enters she will pick up a bas- et arranged for her convenience. Then he will pass down the aisles and help erself to whatever she wants, arriving t the end of her journey in front of he cashier's window, where her pur- hases will be checked up and she will ay over the spot cash. Every article n the stock will be plainly marked, so hat the purchaser will have to ask no questions. For several years Mr. New- berry has been liquidating his business and now has his grocery interests down to the one Riverside establishment, which carries a stock of perhaps $8,000 or $10,000. At one time he operated a near-wholesale grocery house and a string of more than 30 retail stores all over Southern California, including two large downtown establishments in Los Angeles. These chains flopped from a high-class credit to a cash and no de- livery basis five years ago and the change was not successful. Since that time he has been selling his stores as rapidly as possible and the one at River- side alone remains.

* * *

Our Big Rice Business.

Production and prices of rice in the United States have fluctuated greatly in the last few years, having been 21,096,- 000 bushels, valued at 65.8 cents per bushel in 1904, and 12,933,000 bushels, valued at 95 cents per bushel, in 1905. Production from 1908 has always ex- ceeded 20,000,000 bushels, and in 1912 and 1913 went over 25,000,000 bushels In 1914, however, the American crop dropped to 23,649,000 bushels. The Carolinas, once the leaders in rice growing, have been turning to other crops, while Texas, Louisiana and Ar- kansas have been planting much larger areas—813,200 acres in 1913 out of a total for the country of 827,100 acres. The most noted recent increase has

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

WANTED USED NATIONAL CASH REGISTER
Must be modern, a check thrower, in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

Pennsylvania Merchants

through the most active and effective organization of its kind in the country, are working unitedly for promotion, progress and betterment—for better homes, better communities, better business methods and consequently better business for all.

¶ Directly in line with this aim of the merchants, the DIAMOND MATCH COMPANY have perfected the

SAFE HOME MATCH

Inspected and Labeled by the Underwriters' Laboratories, Inc.

¶ The linking of the Safe Home Match with the Pennsylvania Plan is of special importance to every dealer and housewife in Pennsylvania because it means *safer* homes, freer use of matches and consequently bigger sales and greater profits to every merchant. SAFE HOME MATCHES are rapid sellers with

A Good Margin of Profit

You can sell more of them than any other brand because they are better, safer and more satisfactory in every way to the consumer. You will *want* to sell more of them than any other kind because you safeguard your community by selling the best match made and at the same time make good profits for yourself.

Safe Home Matches burn evenly and are non-poisonous. The heads don't fly off, they never light till you want them to and they are packed in big, safe boxes to

Retail at 5 Cents

MADE ONLY BY

THE DIAMOND MATCH COMPANY : : NEW YORK

SAY TO CUSTOMERS

"The SAFE HOME match is a REAL safety match that does not spark, sputter or break and you can strike it ANYWHERE."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Clipper Lawn Mower

The Mower that will kill all the weeds in your lawn. If you keep all the weeds cut so they do not go to seed, and cut your grass without breaking the small feeders of roots, the grass becomes thick and weeds disappear.

THE CLIPPER WILL DO IT.

Dealers Spot Cash Prices

No. 1.	12-inch	$ 4.50
No. 2.	15-inch	5.00
No. 3.	18-inch	5.50
No. 4.	21-inch	6.00
Pony Mower,	24-inch	13.50

The Dixon Lawn Mower

12-in. $4.50 14-in. $5.00 16-in. $5.50
18-in. $6.00 20-in. $6.50

Patent Thrust, Ball Bearing, Guaranteed in Every Way and Dust Proof. Both the upper and lower knives are crucible steel. Wheels are 10 in. high and the gear is on the inside rim of the wheels, giving great power and speed. The real knife is 6½ in. in diameter, has four blades. The lower bed knife is crucible lip steel fastened to floating knife bed. This bed knife bar rests on tie rod that holds the back ends of the mower rigidly together.

CLIPPER LAWN MOWER CO.
DIXON, ILLINOIS

General Stores, Sell Patterns on a Guarantee from Us

SEVEN Good Reasons Why YOU Should Handle

Peerless Patterns

Because you don't have to buy new patterns monthly.
Because you don't have to buy fashion guides monthly.
Because the sale of every pattern is guaranteed.
Because you can exchange your old patterns for new, at any time and at your full purchase price.
Because you don't have to sign a long term contract.
Because you can quit handling them at any time.
Because you will make 100 per cent. PROFIT on each sale.

If you are now or will soon be in a position to handle our agency, write at once for full particulars, using the coupon below.

The Peerless Pattern Co.
Established 1901
BROOKLYN, NEW YORK

Please send full particulars and terms of your new pattern proposition; also samples of your goods, free of any charge.

NAME.....

ADDRESS.....
M. M. & G. W.

SAVE TIME RISK MONEY

Invest $25 to $75 in a Schick All-Steel Baling Press—the capital will be returned to you inside of a year, with liberal interest besides. The paper, straw, rags, shavings, excelsior, etc., you now burn up, or pay someone to haul away, can be baled and *sold at a good* price—if you use the

ALL STEEL Schick FIREPROOF

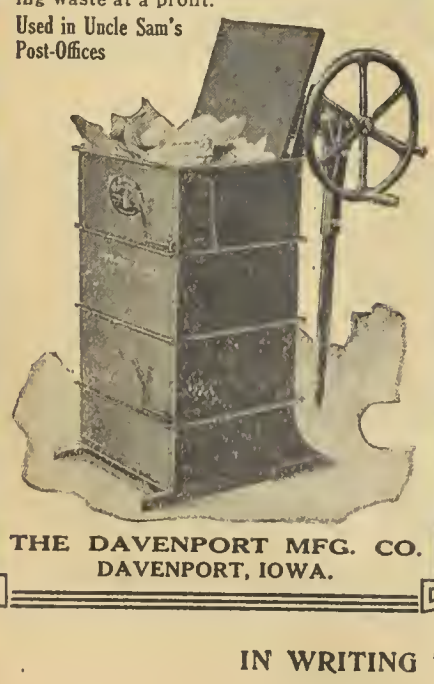
BALING PRESS

Absolutely fire-proof—takes up little room—provides safe storage for waste and eliminates fire risk—lowers insurance rate—pays for itself and earns money for you. Right size for every shop, store or factory—sold on

TEN DAYS' FREE TRIAL

Write to-day for catalog No. 64, **FREE TRIAL OFFER** and information about selling waste at a profit.

Used in Uncle Sam's Post-Offices



THE DAVENPORT MFG. CO.
DAVENPORT, IOWA.

We're Right Here in Fish Land

JONES' CELEBRATED
STRICTLY BONELESS SALT
CODFISH

in Glass is guaranteed to be the most sanitary on the market; put up under vacuum and will keep in any climate without preservatives. Let us send you our quotations on fish packed in glass.

Alfred Jones' Sons
BANGOR, MAINE
Originators of
Strictly Boneless Salt Codfish in Glass

Mr. Up-to-date

You should always carry a stock of

MAPLEINE

The last word in flavors

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

been in California, which started in rice growing in 1913, when 293,000 bushels were grown. In 1914 California produced 800,000 bushels, the acreage increased from 6,100 acres to 16,000 acres, and the 1915 planting will probably exceed this. It is estimated that 200,000 acres may finally be devoted to rice in California, this being the area suitable to its culture. If this should be accomplished, rice production of the United States should go up to nearly 35,000,000 bushels.

* * *

"Cereal Coffees" Sometimes Contains Real Coffee.

The results obtained by the Food Department of North Dakota from analyzing 14 brands of cereal coffee will be interesting. The department's statement follows:—

We have had occasion recently to examine 14 so-called "cereal coffees," submitted to the laboratory, in connection with bids made calling for this product. We cannot, therefore, at this time give the names of the several brands. However, it was found that these so-called "cereal" coffees may be divided into three classes, the chief ingredients of which were as follows:—

1—Roasted barley, four samples.
2—Cereals containing coffee, six samples.
3—Other mixed cereals, mostly wheat, four samples.

It will thus be observed that six of the samples, out of the 14 offered as cereal coffees, were found to contain varying proportions of coffee; in fact, three of the samples were made up mainly of coffee; while one sample was mainly cereal with a small amount of coffee; the others containing varying proportions. Roasted barley seemed to be the basis of these coffees, although wheat bran, in some instances, was found mixed with some saccharin, molasses product which had been baked and ground. In a few cases the cereals were mixed, wheat products mainly predominating.

It would thus seem that products which are being sold as cereal coffees are not always free from coffee itself. It is also a question whether the products now being sold as cereal coffee are properly labeled.

* * *

California Asked to Pass Drastic Anti-Trading Stamp Bill.

The grocers' associations of California are so confident that the pending test of the (Washington State) bill against trading stamps in the Supreme Court of the United States will end in a victory for the grocers, that they have introduced and are now urging a similar bill at Sacramento, in the hope that it may become effective immediately the Supreme Court upholds it—if it does. This bill permits the trading stamp business on the modest fee—in each county or city—of $6,000. In full the bill reads as follows:—

Section 1. Every person, firm or corporation who shall use, and every person, firm or corporation who shall furnish to any other person, firm or corporation to use, in, with or for the sale of any goods, wares or merchandise, any stamps, coupons, tickets, certificates, cards or other similar devices which shall entitle the purchaser receiving the same with such sale of goods, wares or merchandise, to procure from any person, firm or corporation any goods, wares or merchandise, fr of charge or for less than the r tail market price thereof, upon th production of any number of sa stamps, coupons, tickets, certificate cards or other similar devices, sha before so furnishing, selling or us ing the same, obtain a separate li cense from the license collector o each county, or city and county wherein such furnishing or sellin or using shall take place for eac and every store or place of busines in that county, or city and county owned or conducted by such perso firm or corporation from which suc furnishing or selling or in whic such using shall take place.

Sec. 2. In order to obtain suc license the person, firm or corpora tion applying therefor shall pay t the county tax collector as an ex officio license collector of the count or city and county for which suc license is sought, the sum of $6,000 and upon such payment being mad to the county tax collector he shal issue his receipt therefor and shal issue to the person, firm or corpo ration making such payment a li cense to furnish or sell, or a license to use, for one year the stamps, cou pons, tickets, certificates, cards or other similar devices mentioned in Section 1 of this act. Such license shall contain the name of the gran tee thereof, the date of its issue, the date of its expiration, the town or city in which and the location at which the same shall be used, and such license shall be used at no place other than that mentioned therein.

Sec. 3. No person, firm or corporation shall furnish or sell to any other person, firm or corporation to use, in, with or for the sale of any goods, wares or merchandise, any such stamps, coupons, tickets, certificates, cards or other similar devices for use in any town, city, county or city and county in this State other than that in which such furnishing or selling shall take place.

Sec. 4. Any person, firm or corporation violating any of the provisions of this act shall be guilty of a misdemeanor.

ASSOCIATION NEWS.

Hot Springs, Ark.

The Hot Springs (Ark.) Mer chants' Association has adopted resolution against the scheme of th Brenard Manufacturing Co. Th secretary makes the following state ment about it:—

At our regular weekly meeting last Thursday night, we had a copy of a trade journal and the inclosed advertisements of the "Brenard Manufacturing Co." and the "House of Rothschild" were read. The association passed a resolution denouncing all journals carrying such advertising without giving their disapproval at the bottom of such ads.

The Drum's the Thing

In which to have your coffee shipped. Order your next lot of coffee from Wm. B. Harris & Co., of 65 Front street, New York City, who will ship 50-pound lots in heavy steel drums. These drums make shipping safer than in bags and are also much more cleanly and consequently more sanitary. Wm. B. Harris Co. have built their reputation on "cup quality," and you are sure to receive the best grades of coffee on the market if you deal with them.—Advt.

A Magnet that Will Draw Good Customers to Your Store

This sign has a cash value to you.

This sign on your front windows or doors means that you can sell a waiting public foods listed in the Westfield Book of Pure Foods that are pure, clean, and wholesome.

This sign on your front windows means that you are one of the grocers who are being talked about in this big Westfield Pure Food Campaign.

This sign is being impressed on millions of women in every community who are asking for and buying the certified products you see below on this page.

This sign is being impressed on thirty million readers of one hundred and three powerful newspapers and the subscribers to The Ladies World and McClure's Magazine.

On the windows of progressive dealers throughout the country, 15,000 of them, this sign is drawing high class trade and building profitable business.

There is no reason why you too cannot sell the goods shown below and benefit by the power of this publicity.

Display the Westfield Pure Food sign in your windows—sell products that are endorsed by Westfield, the Pure Food Town, many of which are shown below.

Put a Westfield sign in your window and let people know that you are the Westfield Pure Food Store they are looking for.

A postal or letter to Dealer Service Department, McClure's Publications, Inc., McClure Building, New York, will bring you a copy of the Westfield Book of Pure Foods—a Westfield Transparent Sign for your windows—and a 56-page book in full colors offering suggestions on window trimming. All free.

Push these Products and profit by their advertising

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

Which to Do—Own or Rent.

I'll be darned if I know, if I had a store, whether I'd rather own my own building or rent it.

Your first hunch is that you ought to own it, but when you think it over, you ain't so blamed sure. Owning real estate, even if you live in it yourself, ain't all it's cracked up to be, take it from me.

I suppose it's easy for me to talk, as I ain't likely to ever own any real estate, still, I see what other fellows are up against. There's a lot to say on both sides, and I'm as good a man to say it as anybody.

There's the case of old William Smith—if you call him Bill he wouldn't give you an order to save you from going to the chair. I tried it once and had all sorts of trouble squaring myself.

William owns his own place and it's a pretty good place. He keeps store downstairs and lives above. I say it's a pretty good place—I suppose it would sell any time for $12,000.

William is a close boy and he don't believe in blowing much money in on repairs. If the roof blows off he'll think about putting a new one on, but a few leaks here and there ain't anything.

Same way with paint. That place yells for a coat of paint most of the time, and when it gets its wish it's only one coat, that don't last any time. And the cheapest bidder gets it, even if he only puts whitewash on.

That's the way William's whole place is run. Of course he's got a right to do it, but look what's coming to him. The place is eating itself up—it's running down—and some of these days he'll find he either has to spend about a thousand dollars or have it fall down on his head.

If the old man was renting from somebody else, he'd see it was kept up, for William would kick if he had two wooden legs. What does he get out of owning? I say he gets nothing except the fun of showing a run-down looking place to the general public. Me, I don't see it.

I never actually compared 'em, but I'd be willing to bet that if you put all the rented stores side by side with all the owned ones, the rented ones would show up the best. A heap better, if you ask me.

Of course, once in a while you'll run across an owned store that sizes up a lot better than any rented place, because it's owned by a fellow that don't care a ding what it costs—he's going to have his place looking right.

Maybe keeps himself poor fixing it up. I'm thinking of Charlie Horn. Charlie owns his own place and he lives over the store. It ain't as good a place as William's—I suppose it's worth maybe $6,000 or $7,000, but at that it's all right, and the way he keeps it looking is a dream. He spends a lot more on it than he has any call to.

Only last month I went in there on my regular trip. He ordered about half as much as he ought to.

"I refuse to take it!" I said, for I needed the money. "I'll be blinkenty blanked if I'm going to send in any such dinky order as that from you. Why my firm would call me in and fire me. Think of me eight children."

"That's the order," he said. "It's up to you."

"But what ails you?" I said. "It ain't like you."

"Got to economize," he said. "I've got to have the place painted next month. That'll cost $150."

"Your place don't need paint any more than I do," I said.

"It does," he came back.

"I say it don't," I said, "can't I see it?"

"How do *you* know when things look right?" he said, and thinking about it now, I have a hunch that that was a smack at me. I've got to go back at him for that the next time I go in there.

"Why it was only painted last year, wasn't it?" I asked.

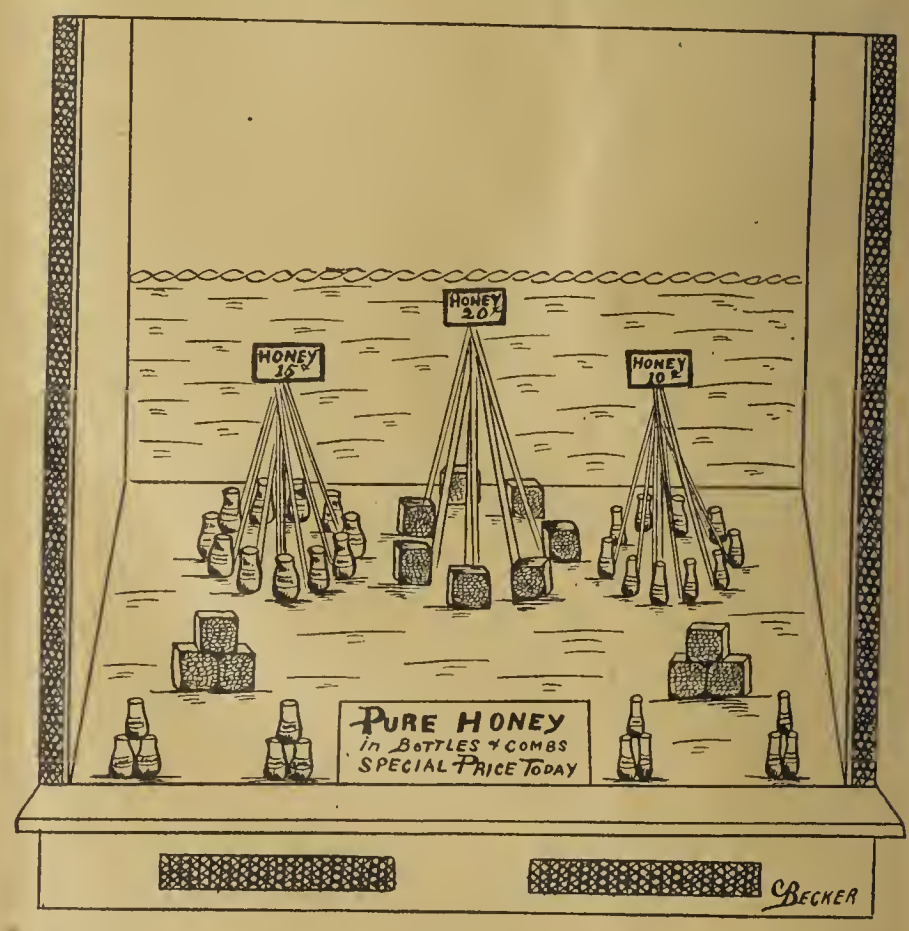
"All the same, it needs it again," he said. Just think of having a place painted every year!

It don't need it, all the same, don't care what he says. I gue I know when a house needs pai just as well as he does. That's t way he is about everything, insi and out. He's always fixing thin that don't need fixing, and it tak a bunch of money, and I happen know that it keeps him short ha the time. I don't believe in letti a place run down either, but there a happy medium.

If Charlie rented his place, would look all right—maybe not scrumptious quite as it looks no but it would look all right, fo Charlie wouldn't stay in it if didn't. I can't see the landlord ge ting rich off owning it, but Charlie the one I'm thinking about.

Now for hairpins like either Wi liam or Charlie, it's bad business t own. It would be better for bot

Weekly Window Display Suggestions



A "Sweet" Display.

A honey window display is the only way to make honey sell. First of all, make a background by running a good shade of green crepe paper across the rear, with a twisted strip of it across the top. Cover the bottom of the window, too, then nail three sticks to the bottom of the window near the back, having the center one about two feet high and the other two somewhat shorter. Cover these with green crepe paper and then take enough strips of the paper, about an inch wide, to form a circle around each of the sticks, fastening them together at the top and spreading them out towards the bottom. Hold them in place at the bottom by placing different size bottles of honey and combs of honey on them. Then put a little sign card at the top of each, telling the price of each kind. Finish the rest of the window by putting pyramids of bottles of honey and combs of honey here and there. Don't forget a neat sign card in the front like illustration. It will pay to run special prices for a day.

em to rent. Of course there are ne landlords on earth that are le in the image of the devil—all landlords have been that way. either of 'em got hold of that d of a landlord they might have he trouble getting things done, there are ways of doing it. You send a landlord mean notes, like o. After he's got thirty or forty them, each one meaner than the t, he usually comes around. I've n sent 'em telegrams from the l, always collect. Oh, you can around 'em all right if you have nty of gall and no conscience.

THE STROLLER.

---

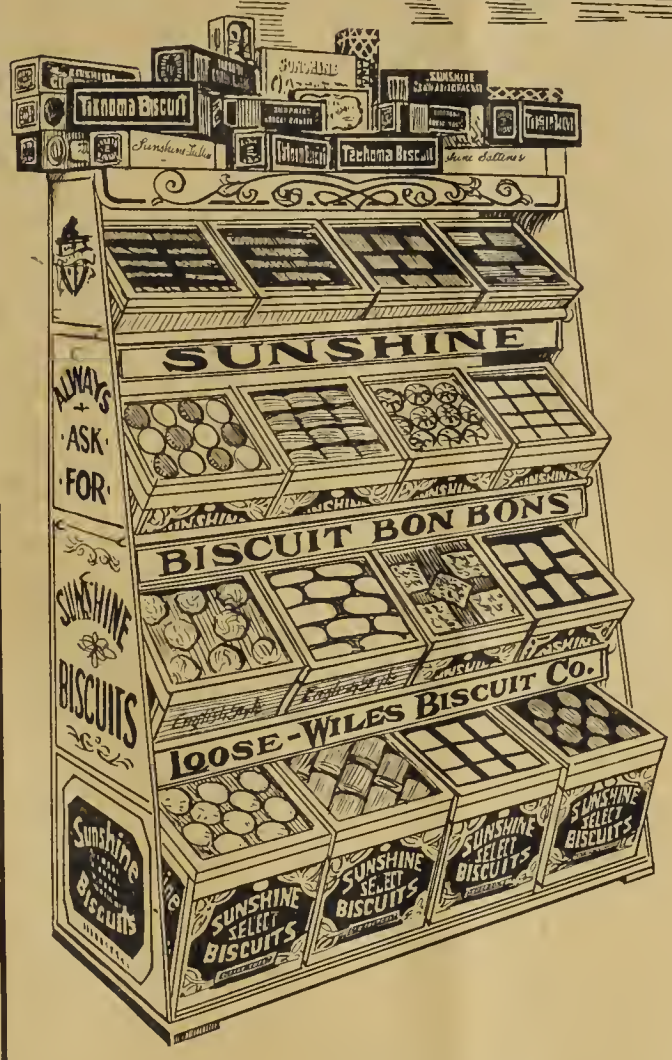
ocers of Galion (Ohio) Will Give No More Treats to Customers Who Pay Their Bills.

The grocers of Galion, Ohio, have cided to discontinue a long-standing ctice—that of treating customers o pay their bills. They will also Id customers more strictly to their edit obligations. The grocers have gether issued the following statement the public:—

The greater part of business is done on credit. The abuse of credit causes failures, bankruptcy and even panics. The person who buys upon credit more than he is able to pay, who lives beyond his income, who is able to pay, but lets his creditor wait months for money due him, abuses credit. Every merchant who does a credit business must watch his credit and collection department. Unless it is properly organized, unless there are systematic methods of running it, and unless the merchant is eternally on the watch, abuses are likely to creep in which will sap the business of net profits which would otherwise accrue. In every wholesale house the head of the credit department is one of the highest salaried men on the pay roll. He is a specialist and ranks at least on a par with the sales manager, and in some cases above him. The lesson which the retail merchant can learn from this is that sales are of little use, no matter how large they be, unless the money is collected promptly and credit is extended only to those who are worthy of it.

Before extending credit to a person the merchant should ask him for references as to his honesty and ability to pay and as to the amount of credit that is wanted. He should know something about his habits. If he is known to be lazy or to frequent the saloons and the gambling rooms, it is better not to have his name on the books. If the seeker of credit is extravagant or has a wife who is not saving, better let him pay cash. Also have an understanding with the customer that he pays his account in full every two weeks or every month and that credit will cease unless the account is paid in full at the time agreed upon. If half the customers have balances from $5 to $30 every pay day, the merchant soon has a big amount of dead capital on his books. Unless he has abundant money to back him, he must borrow money at the bank and pay interest, and this is poor policy.

Sunshine Biscuits



appeal to every taste. They are put up in neat and dainty packages which appeal to the eye as well, and which make an attractive display in any store. But to show them to special advantage; to link our tremendous consumer advertising and sampling more closely to the grocer's store; to make it easier for customers to pick out just what they want, we furnish to live, progressive dealers

THE RACK THAT SELLS SUNSHINE BISCUITS

This sanitary fixture of highly polished steel is an ornament to the store, keeps the entire "Sunshine" line always in sight, keeps dust and moisture from reaching either the packages or the biscuits and makes it possible for the dealer to serve his customers every day with biscuits as fresh, crisp and appetizing as when they first came from the ovens.

This rack is fast becoming

A PERMANENT FIXTURE

in all up-to-date stores, because biscuit buyers know that the Sunshine Rack means **quality** products wherever they see it—and biscuit sellers know that it means **quantity** sales and profits. Ask our salesman about it or write us direct.

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits

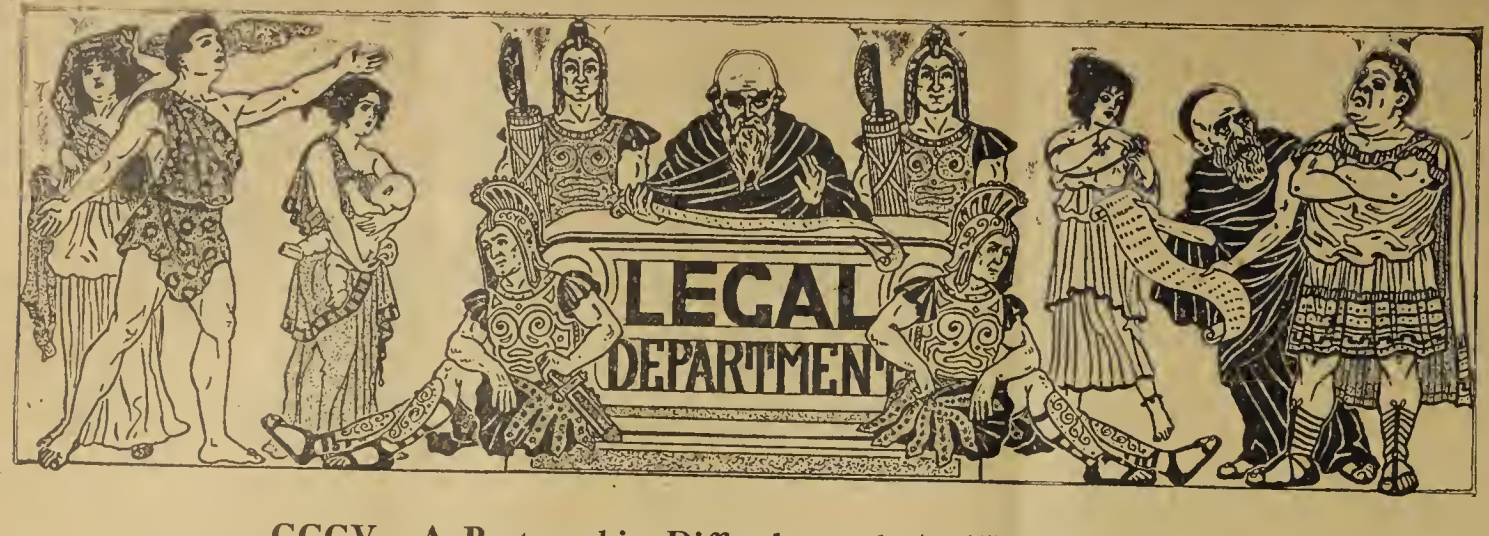
L. I. C. NEW YORK N. Y.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO CUSTOMERS

"Try SUNSHINE Biscuits this time—their appetizing goodness and crisp freshness will surprise you and delight your family."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCCV.—A Partnership Difficulty and the Way Out of It.

Here comes the old question of partnership law again. The following comes to me from a member of an Indiana concern, who requests me to withhold both name and address:—

I wish to lay before you something of the difficulties which I am having with my partner, and I have no objection to your printing the facts as a warning to others not to rush into partnership unless you are sure of your ground, provided you do not give name and address.

I am in partnership in this business with my son-in-law. We have been in partnership for about two years. Before that I was sole owner of the business, but when he became a member of my family I sold him a half interest. We have not gotten along amicably. I am perhaps a little old-fashioned, while he is younger and more progressive. Nevertheless, I created the business and it has always been profitable. It is profitable yet, in spite of the friction, but it is uncomfortable, and I believe in the old proverb that a house divided against itself cannot stand.

I have drawn up for you the real complaints which I have against my partner:—

1.—Draws more money than I have been in the habit of drawing, and refuses to cut it down. The sum which he draws weekly is more than the business can stand.

2.—Buys much too heavily for the volume of business. He is in favor of buying largely and getting lowest possible price. At present the stock is one-third larger than ever before, though business is slightly under last year's.

3.—His manner is insolent, to myself and the help in the office and the store. He has even antagonized some of the customers.

4.—He insists on spending about three times as much on advertising as we ever spent before, and it is more than the business can stand. The advertising done, although large, has not increased the business more than very small percentage.

5.—We disagree on everything, and the result is constant friction. I am very uncomfortable, and so I believe he is. His manner toward me is very contemptuous, and half the time he does not consult me, but just goes ahead and does things One thing he did that specially annoyed me was to sign the firm's name to a note to buy an expensive adding machine which we did not need.

Since he was my son-in-law I did not make any written agreement with him, thinking he would be congenial and I could turn the whole business over to him eventually.

Is there any loophole of escape?

This is a pretty good case to talk about, for it shows rather well the unpleasant situation that one can get into when he joins a partnership without proper protection. When one buys into an established business, his aim ought to be to get as much as he possibly can for his money. When one *sells* a part of an established business, his aim ought to be to give just as little for the money as possible. Neither party can be sure of doing this without a partnership agreement, so that every partnership should rest on written contract. This rule admits of no exceptions whatever. Failure to follow it was my Indiana friend's first mistake.

His second mistake was to sell an even half of his business. It is very risky indeed to give an incoming stranger as much say about your business as you have yourself. Once in ten times his say may agree with yours, but in the other nine cases there will be a deadlock. If you must sell a part of your business, sell less than half. You will then control it substantially as well as when you were sole owner.

A partnership agreement should cover the following points:—

1—Names of partners and what each is to contribute.

2—Length of time the partnership is to last.

3—Duties of each partner, going into as minute detail as possible.

4—What each partner is to draw, and each partner's interest in the firm.

5—A provision that neither partner shall become security for outsiders, or sign outsiders' notes, without his partner's consent.

6—A provision that neither partner shall sign notes or other obligations in the firm's name, or otherwise bind the firm, without the other members' consent.

I have known partnership agreements which required each of the partners to put up a substantial bond—the premiums on which were paid by the firm—each member's bond being in favor of the other, and the object being to give each man security that the other would keep to his covenants. Personally, where there is any doubt about partners getting along together, I think this an exceedingly good idea. A man who has given security not to violate a contract is going to be pretty careful about violating it.

My Indiana correspondent asks how he can escape. Getting into such a mess is much easier than escaping. There is reason for saying that getting rid of a bad wife is easier than getting rid of a bad partner. Still it can be done. The easiest way is to buy his interest or sell yours. Considering how easy and complete this remedy is, it is astonishing how few contentious partners are able to use it. They seem almost never to be able to get together on the question of price.

The next best thing is to go into court with a bill in equity, setting forth the dissensions between the partners, that they could not work together, and that by reason of this the business was in danger. The dissensions will have to be very serious, however, before a court will dissolve a partnership on account of them. Merely that partners cannot get along is not enough; courts will no more divorce partners for that than they will divorce husband and wife.

It is easier to ask the court to appoint a receiver for the business on the ground that the partners cannot agree.

Still another idea has been worked successfully through partnership agreements. It is to make the life of the partnership short, but with a provision allowing a renewal for other periods provided b partners agree. This provision s forth what shall be done by way dissolving the partnership in c the partners decide to separate. the Indiana case, for example, h I been this correspondent's couns I should have drawn an agreem selling say one-third interest to t son-in-law, upon a partnersl agreement to last for say one ye At the end of the year the partn could either renew for another ye or they could separate, and if t latter, the separation should made by the senior partner payi the junior partner the value of l one-third, based on the book val of the business at the date of diss lution.

(*Copyright, April, 1915, by Elton J. Buckley.*)

—

Question: * * *, Philadelphi Pa.—On February 20, 1915, bought 25 cases of canned goo from a certain dealer. He gua anteed them to be first-class good He sent them C. O. D. When examined them I found they we about one-third swells. I called hi up on the phone and told him abo so many swells and my custome bringing them back. He told me t look them over and let him kno how many bad cans I had and h would replace them with good one I did so and found eight cases ba and told him this over the phon He said he would send them to m in a day or two. I waited over tw weeks, called him up again and h said he would send them to me th following day. As they didn't com I called him up again in a few day and he told me the same thing—h would send them up the next day

Now I have called him on th phone about a dozen times and i is always the same old story—wil send them the next day. What ca I do to force him to return the pur chase price or replace the goods a the least expense to me?

Answer.—Send the eight case back to his store and leave then there. Then give him two days t pay for them or give you goo stock. If nothing happens, sue hi before a magistrate for the price o the eight cases. You will need n lawyer, and the $3 or $3.50 you wil advance the magistrate for costs will come back to you when the claim is paid.

—

Question: C. R. Alexander, Oxford, Pa.—I write to ask if it would be legal for us to put up a building and build half the wall over the line on our neighbor? Our neighbor has a building not square with the line, one end of the building touching the line and the other end three

et from the line. Our neighbor's
le wall has a number of windows
at our side wall would shut out
e light.

Our neighbor on the other side
is a wall within twelve inches of
e line. This wall also has a num-
r of windows in it. He refuses
sell his twelve inches and half
s wall. Could we build half a wall
er this line?

Answer.—You cannot go on the
joining owner's land to attach
ur building to his wall. Since he
s already built a wall, wholly on
s own land, he would have no use
r an ordinary party wall, which
a wall half on one side of the
ne and half on the other. There-
re you must build your wall
holly on your own land.

When one of two adjoining own-
rs starts the middle wall, he can
uild it half on one side and half
n the other. The second man,
hen he builds, attaches his house
it and pays half the cost. But
here the other man already has
is wall built, you cannot build any
arty wall and you cannot go over
he line and use his.

—

NOTE.—Requests for information in
his department should tersely set out
l full all the facts bearing on the case,
nd all questions should be carefully
ramed to avoid misconstruction. Write
n one side of the sheet only. Letters
hould be received at this office not
ter than Tuesday of each week to en-
re an answer in the Monday's issue
llowing. The signature and address
f the writer must accompany all in-
uiries, and will be published unless
here is a request not to do so. All
nquiries received will be answered
ithout charge. Address all communi-
ations to Legal Editor "Modern Mer-
hant and Grocery World."

Government Bars Pinkerton Collection Agency from Mails.

The Postmaster-General last week is-
ued a fraud order denying the use of
he mails to a Pinkerton detective
gency of Chicago. The firm operated
nder the name of Pinkerton & Co.,
Jnited States Detective Agency, and its
hief business was to run a collection
gency. The action was taken on the
ground that patrons of the company,
which has been acting as a collection
gency, were falsely led to believe they
were dealing with the "original" Pin-
kertons. The company, it is alleged,
through its advertising literature, gave
the impression that the Pinkerton de-
tectives were in its service. The memo-
randum says that the head of Pinkerton
& Co. is Natt W. Pinkerton, who was
employed more than 30 years ago by
Allan Pinkerton, founder of the Pinker-
ton National Detective Agency, but has
no relationship or connection with the
Pinkerton National Detective Agency.
The case has been under investigation
by the department for a year.

"Tetley's Teas, Please"

People don't simply ask for tea. When once they know the taste of the rich Tetley blend of India and Ceylon—the freshness and fragrance which the air-tight tin keeps in—the cleanliness and constant uniformity, they come back again and again with a firm but positive demand for

Tetley's Tea

Tetley advertising sends you trade, Tetley quality holds it. You can handle the largest volume of tea business with the least work by displaying and offering Tetley's to your customers.

Tetley's Teas please both the merchant and his customers. They attract and hold a trade that is both satisfactory and profitable. Both dealers and consumers recognize Tetley's as

The Standard for Purity *and* Excellence

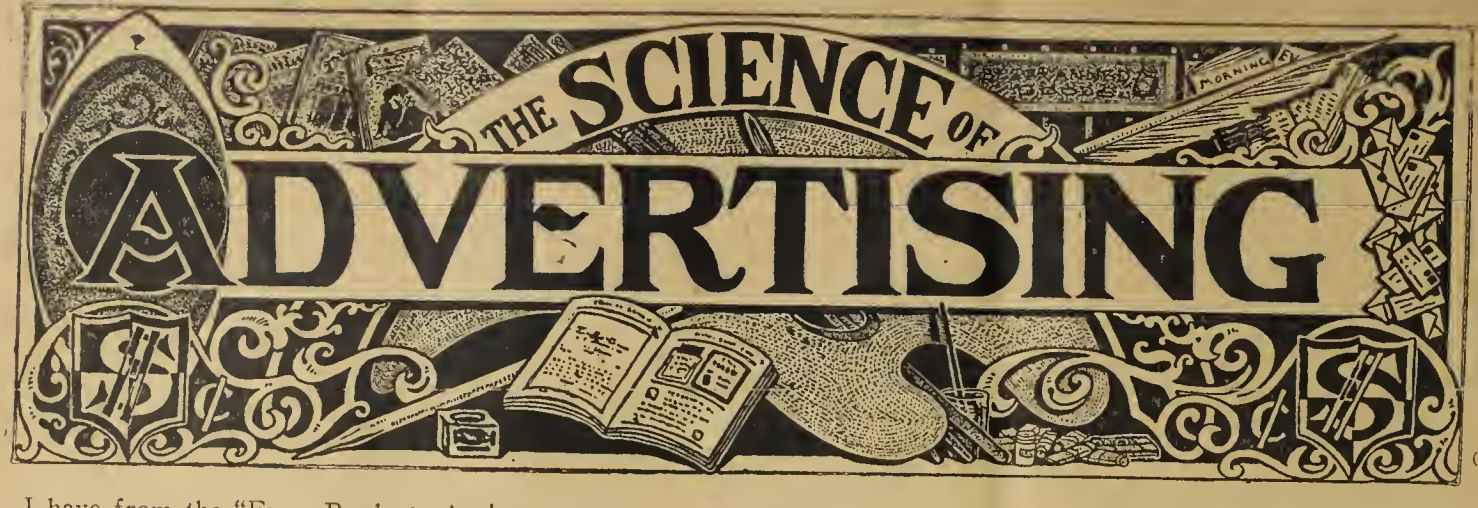
JOSEPH TETLEY & CO., Inc., 108-110 Franklin St., New York

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

SAY TO CUSTOMERS

"Because of the fine full flavor of Tetley's it goes further, and is therefore cheaper than any other tea."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



I have from the "Farm Products Association," which appears to be a retail store on about the same line as the average grocery store, a store paper somewhat different from the average. To begin with, it is larger—it has four pages, 10½ x 14 inches, and is run more like a newspaper. The fourth page is given over entirely to recipes, and a large part of pages 2 and 3 is miscellaneous reading matter. It would appear that the "Farm Products News" accepts advertising from other concerns, although this appears to be confined to manufacturers whose goods are handled, such as Lipton, and several flour manufacturers.

* * *

I am reproducing, in greatly reduced form, pages 1 and 3:—

OUR CIRCULATION, 5,000 COPIES WEEKLY

FARM PRODUCTS NEWS

Advertising Talks by J. A. POWERS, Manager | WE KEEP THE CRIMP IN THE "HIGH COST OF LIVING" | Our Cash System Enables Us to Keep the Price Down

Published by

THE FARM PRODUCTS ASSOCIATION

For the Benefit of Our Customers and the General Public

Corner California and Lombard Avenues — Four Phones: 998, 1248, S. S. 998, 997

VOLUME ONE — EVERETT, WASH., MONDAY, MARCH 1, 1915 — NUMBER TWO

Our Success

is due to the fact that we meet the public need at the time of the need. To do this we have to anticipate that need. One year ago our store began buying for cash, selling for cash, giving better grade of groceries at most reasonable prices, strict application of the principle of giving honest weight and measure, careful attention to the customer's wants, always ready to serve them courteously, whether in quality, quantity or price, and the vast and ever increasing number of our loyal patrons attest that this has been a year of greatest satisfaction and saving

OUR SUCCESS

is also due to the fact that we employ AMERICAN CITIZENS CITIZENS OF EVERETT, fourteen of whom are supporting their families here in Everett, and the money earned by the employes is all spent right here among the merchants of this city. This all benefits Everett.

The stockholders of this Farm Products Association live in Everett or upon farms near Everett. If this institution makes any money it goes to these stockholders. That helps Everett.

This store REDUCED PRICES when it was most needed. KEEPS THE CRIMP in the "high cost of living." In Everett, has saved the citizens of Everett many thousands of dollars in the past year, and are going to save them many more this year. The greater our business the larger quantities we buy—the larger our purchases the cheaper we buy, and the lower our cost the lower prices to you, "our patrons."

The reason that we can give you more for your money is because we have no Colby or Hewitt Avenue rents to pay, and our cost of doing business is less than any other store in the city

HENFIELD EGGS 25c

(Subject to Market Change)

The freshest largest meatiest eggs obtainable. Packed to one dozen cartons

FLOUR $1 80

"It's Better Family Flour." This is a special blended flour. It's superior to any straight soft wheat flour. It's already famous among women who use it, for it makes a large loaf of better bread. It's also fine for cake and pastry. It's guaranteed to satisfy

Four Sacks (barrel price) $7 00

CANNED TOMATOES, TWO FOR 15c

This is the well known Columbus brand

Per dozen	85c
Solid Pack Del Monte Tomatoes per can	10c
Tipton Brand Oats 3 cans for	25c
La Paloma Peas can	10c
Morgan Peas 2 cans for	25c
Everbest Peas 2 cans for	25c

PICKLES

Plain Sweet quarts only	25c
Mixed Sweet quarts only	25c
Plain Sour quarts only	25c
Mixed Sour, quarts only	25c
Chow Chow Pickles quarts	25c

MONARCH BUTTER 70c

Called "the perfect butter" because it is the highest grade of freshly churned butter made. Its fine delicate flavor and sweet fragrance appeal to people who are the most particular and their preference for Monarch indicates both good taste and shrewd judgment

CHEESE

American Full Cream per lb	20c
Brick Cheese, per lb	23c
Limburger Cheese per lb	20c

HONEY

Strained Honey in pints	30c
Strained Honey, in quarts	60c
Comb Honey two for	35c

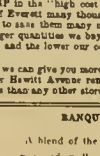
CEREALS

Quaker Oats, two packages for	25c
Cream of Wheat two packages for	35c
Shredded Wheat Biscuit	10c
Olympic Pancake Flour, two for	65c
Wheat Hearts, two for	45c
Albers Bros Oats package	30c
Bulk Rolled Oats 6 lbs for	25c
Rolled Oats in Sacks 9's	40c
Yellow or White Corn Meal	30c
Whole Wheat Flour 9's	40c
Rye Flour or Rye Meal	40c
Hominy in Sacks	35c
Buckwheat in Sacks 9's	60c

BANQUET COFFEE 30c

A blend of the highest grade coffees that are raised mellow smooth rich and delightful in flavor

We sell 3 lbs for $1 00



QUALITY FIRST

Words of wise men all has taught me
Soup is wholesome every day
Campbell's kind that mother bought me
Proves the truth of all they say

YOU GET A NEW IDEA OF TOMATO SOUP WHEN YOU EAT CAMPBELL'S

You realize that good soup is nourishing as well as tasty

You realize that it not only makes your dinner more attractive and tempting but also makes it digest better and do you more good.

You find that eating such soup regularly is one of the best and simplest means to keep your digestion in order and build up a vigorous body with a clear and active mind

Why not order half a dozen of this invigorating soup today? Our unlimited guarantee stands back of every can

Your money back if not satisfied.

For sale at our store 3 cans for 25c

ADVERTISING REDUCES COST

Contrary to the opinion so often expressed by those who do not know whereof they speak, those with the assurance of ignorance, it has been proved by many business concerns that judicious advertising actually reduces the cost to the consumer, says Standard Advertising

Granted actual value in the goods themselves—for no advertising can successfully sell poor values—advertising money, invested wisely and extensively, assures a quicker turnover of stock with a corresponding lessening of overhead expense, which cooperate to lessen the ultimate cost to the buyer on the outside of the counter

Such advertising is therefore a first-class investment paying good dividends and allowing the advertiser to reinvest either in more goods or more advertising, or both, as fast as the demand for his goods is supplied. At the same time it is of actual benefit to the customer because it informs him where he can get what he wants at a price he can pay

An advertiser can afford to sell goods at lower prices than his competitor who does not believe in advertising

SEEKING WISDOM

Avoid such performances where vice assumes the face of virtue, seek wisdom and knowledge without ever thinking you have found them. A man is wise while he continues in the pursuit of wisdom, but when he once fancies that he has found the object of his inquiry, he then becomes a fool.—Goldsmith

SHADOWS VS SUBSTANCE

Let us not, then, esteem ourselves with the shells and husks of things, nor prefer form to power, nor shadows to substance. Pictures of bread will not satisfy hunger nor those of devotion please God.—William Penn

THE LIGHT OF DAY

Light itself is a great corrective. A thousand wrongs and abuses that are grown in darkness disappear like owls and bats before the light of day.—James A. Garfield

War is the exact opposite of Christianity. War is stupidity in its greatest form. War simply means to kill—kill your brother, your neighbor, or any living man in front of you—knowing this to be so, some still cry for a bigger army and navy. Hurrah for President Wilson. May his shadow never grow less—he says "Peace, peace to all the world."

ONE DAY

Had I not lived with Mirabeau I never should have known all that can be done in one day, or rather in so interval of twelve hours. A day to him was of more value than a week or a month to others. Tomorrow to him was not the same impostor as to most others.—Pierre Dumont

EDUCATION

Education is a better safeguard than a standing army.—Edward Everett.

The merchant that wishes to progress must give his customers all he possibly can for their money

SELF-SEARCHING

Oh would we not be very wise
To all we do, my brothers,
If we ourselves would criticise
In the way that we do others!

Before we bring any Belgians to Seattle let's first make employment for Washington

EMERSON ON WOMAN'S RIGHTS

Emerson was a signer to the call for the national woman's rights convention held in Worcester, Mass., in 1850, and by speech and writing was a consistent advocate of equal suffrage. A paper of his published in the Woman's Journal in 1881 contained the passage

"It is very cheap wit that finds it so droll that a woman should vote. Educate and refine society to the highest point, bring together a cultivated society of both sexes in a drawing room to consult and decide by voices in a question of taste or a question of right, and is there any absurdity or any practical difficulty in obtaining their authentic opinions? If not, there need be none in a hundred companies if you educate them and accustom them to judge. And for the effect of it, I can say for one that certainly all my points would be sooner carried on the state if women voted."

To polish a black marble clock rub over with olive oil and finish with a clean chamois leather

VALUE OF COMMERCE

Commerce is a cure for the most destructive prejudices, for it is almost a general rule that wherever we find agreeable manners there commerce flourishes, and that wherever there is commerce there we meet with agreeable manners. Let us not be astonished then if our manners are now less savage than formerly. Commerce has everywhere diffused a knowledge of the manners of all nations; those are compared with one another, and from this comparison arise the greatest advantages.—Montesquieu

THE FIRST FRUITS OF WISDOM.

Only a little of the first fruits of wisdom—only a few fragments of the boundless heights, breadths and depths of truth—have I been able to gather.—Martin Luther

AFFLUENCE

Where is the maiden all forlorn
That milked the cow with the crumpled horn?
Her former folk are rich, they say
And she's tooting an auto horn today

There is every indication that the entire business world is ready and waiting for A REAL SCIENCE OF INTENSIVE MANAGEMENT.

As you know, business men everywhere are beginning to realize that INTENSIVE METHODS OF MANAGEMENT can be easily and profitably applied to business as INTENSIVE CULTIVATION can be and long has been applied to agriculture

From all sides in the business world come reports of business men who are finding new ways of extending trade, increasing sales and cutting costs by scientific analysis of their own records—by systematic study of their own resources

PROGRESS

"The rolling stone gathers no moss" is a time-worn proverb, but, after all, it may well be questioned whether moss gathering is the highest use to which a stone can be put. The stones that grind the meal for man's bread are not less valuable because they are incrusted with moss and the man who refuses to move along the road of general progress or helpfulness because it may interfere with his chance to accumulate for himself is not an ideal citizen.—Selected

POPULAR GENIUS

The genius that sways a nation by its arbitrary will seems lost august to us than that which multiplies and reinforces itself to the instinctive and convictions of an entire people.—James Russell Lowell

CONTINUE IN JUSTICE

It is not enough to be just where there is house to be gotten but to continue so in the face of infamy and danger.—Seneca

$1.00

Will carry your advertisment into all the homes in this section. Business goes where it is invited and remains where it is well treated. Make this your invitation.

ALL FOR FUN.

Cyrus Green—Molly, what in that picture called in the catalogue?

Mrs. Green (reading)—Cows after Rosa Bonheur.

Mr. Green—By gosh! I see the cows but where is Rosa Bonheur?

"Of course you have your little theory about the cause of the high cost of living!"

"I have," replied Mr. Growcher, "too many people are trying to make political economy take the place of domestic economy."

RIVALRY

Boston Girl—My fiance is a thoroughly cultivated gentleman. You should hear him quote Milton and Shakespeare.

Chicago Girl—Mine is not so well versed in poetry but he is perfectly able to quote Lamb and Bacon.

OBVIOUS

One need not be in styles expert
Nor know the latest stitch,
To tell just which is which
Twixt the long trained gown and the bobbie
To tell just which is which.

Efficiency

"I have engaged an efficiency expert to look over my poultry farm."

"What for?"

"To see if we can't have less cackle and more eggs."

Shocking

"What makes my hair crackle so?" a small girl asked her mother, who was combing it.

"There's electricity in it, my dear," the mother answered.

"Oh, mother, ain't we made funny? I have electricity in my hair and grandfather has gas in his stomach."

A QUERY

"Why do you love him?"

"Because he is a man of many deeds."

"But are you sure he will turn them over to you?"—Washington Star

OTTER FAILURE

At farming I'm a chump, indeed,
The garden that I dug
Has not produced enough to feed
A well developed bug

This is a pretty well printed paper, but I don't regard it as particularly strong advertising. Outside of page 1, which I am reproducing, there is no advertising for the Farm Products Association in it at all. Certainly the few small advertisements on the inside pages cannot pay for the extra expense of the other three pages. I regard them as

It seems absolutely absurd to me to have filled three-quarters of the available space here with non-productive reading matter, with the result of having so little space left that the real advertising on the first page had to be cut down to a mere price list. I believe the whole trouble is that the paper is too big for the needs. I see it is the second number issued—I should have started small and increased as occasion required.

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Pennsylvania Organization Notes.

The Organizer delivered an address to the Meadville Business Men's Association in the evening of March 23d. There was a large attendance. The Meadville Business Men's Association is growing, has splendid officers in the person of Paul Schick, president; D. A. Gibbs, vice-president; Charles Miller, treasurer, and Mrs. M. H. Longwill, secretary. The association has a large membership, splendid headquarters and is doing some good work. Has its own credit and collecting department, vides the merchants with associ trading stamps, is contemplating a operative delivery system and alon lines is particularly useful. The ciation is looking forward with plea to the entertainment of the State vention.

* * *

The Organizer visited Meadville appointment on March 23d. While t tentative plans for the State conve were discussed. At noon on the 23d Organizer was the guest of the Cha of Commerce at a noon-day lunch at which over 100 of the representa business men of the city were pre In the afternoon the Organizer was guest of the Meadville Commercial lege and delivered an address to students of this wideawake institu

* * *

Accompanied by a committee of grocers, consisting of D. A. Breese Schulte and Messrs. Hug, Zeisser Johl, we visited Erie grocery stores March 24th as a preliminary to a spe meeting to be held on March 25th consider co-operative advertising. grocers are of the opinion that the sociation can be of great service to members by leading in a campaign advertising to draw attention to members' stores. At a meeting held the 25th inst., the Organizer addres them on this subject and the concen of opinion was that it should be star A committee has been appointed draw up rules and set a standard which members must qualify before ing permitted to join in the plan. clean, sanitary store is thought to one of the requisites of membership.

* * *

On the evening of March 25th Organizer was the guest of the E Wholesalers' Credit Association. It v an interesting meeting and the Org izer gained some good ideas. Smedley made a short address.

* * *

On Friday, March 26th, Mr. Smed addressed the Philadelphia salesmen the Loose-Wiles Biscuit Co. on t "Pennsylvania Plan." On Saturd March 27th, Mr. Smedley addressed t Pennsylvania representatives of the D mond Match Co. at the Hotel Adelph Philadelphia.

* * *

The Erie Commercial Club will mo into its new quarters on April 1st. A companied by Secretary A. M. Hov we took a "first look" and it looks go The rooms are commodious, bright a well furnished and a great improvem over the old quarters. The club n has over 700 members and is planning do big things. At a recent election following officers were chosen for year: President, Theodore Landsbe first vice-president, A. Schulte; ma ger, A. M. Howes; treasurer, B. Sieger.

* * *

Lehighton Association is the la organization to swing in line.

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LIX. PHILADELPHIA, April 12, 1915. No. 15.

Modern Merchant and Grocery World

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AT

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TELEPHONES:

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An independent journal published exclusively in the interests of modern merchants of all classes.

ELTON J. BUCKLEY, Editor.

DAVID EZEKIEL, Advertising Manager.

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'o Great Britain and Continent of Europe and Asia 4.50
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Several Cities Tell of Progress in Parcel Post Food Business

Postmasters Report by Request to United States Post Office Department. All Say Business in Shipping Food Products by Mail is Growing. Some Want Larger Packages Like a Basket of Peaches, Shipped by Mail.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., April 9, 1915.

Some information has been obtained during the week from a number of reports rendered to the Post Office Department by the postmasters in many cities as to how the parcel post business in food products is progressing. The cities reporting are as follows:—Washington, D .C., St. Louis, Boston, Baltimore, Atlanta, Birmingham, San Francisco, Rock Island, Ill., Lynn, Mass., and La Crosse, Wis.—the service is now a year old. In addition the following cities have been added to the list: Los Angeles, Denver, Hartford, Athens, Ga., Chicago, Indianapolis, Louisville, New Orleans, Lawrence, Mass., Detroit, Minneapolis, Brooklyn, Cincinnati, Cleveland, Portland, Ore., Philadelphia, Providence, Nashville, Tenn., Austin, Tex. Dallas, Galveston, Richmond, Va., Seattle, St. Paul and Lincoln, Neb.

In many of these cities the postmaster has made a point of working up the parcel post food business by circulating lists of producers who will sell by mail, among consumers.

Summaries of results from the ten cities follow:—

Chicago.

During November, December and January last the number of parcel post packages containing food products delivered in Chicago was as follows: November, 12,369; December, 25,946; January, 11,943. The daily average for the three months, including the December traffic, was 558. An average of about five names are now coming in daily, and should this increase be maintained it will make possible within a comparatively short time the operation of a scheme of considerable value.

The following articles are passing through the Chicago post office in varying quantities: Bread, butter, cheese, cookies, crackers, cream, eggs, feathers, flowers, fruits, game, graham flour, angora goat hair, Belgian hares, honey, horseradish, jams, jellies, lard, maple syrup, meats, nuts, pin needle pillows, popcorn, poultry, preserves, sausage, seeds, squabs, vegetables. The percentage of parcels containing food products received in bad condition may be estimated at less than one-half of one per cent.

St. Louis.

Decided increase of farm-to-city traffic by mail is reported from St. Louis. Total traffic rose from 6,174, or an average of 199.16 per day in August, 1914, to 12,533, or an average of 447.60 per day, in February, 1915. The January aggregate was 12,708, or 175 more than were handled in February; but the January average was 409.93 farm-to-city parcels per day as compared with 447.60 in February. More than 2,500 parcels of butter are passing through the St. Louis office weekly, some 2,000 cartons of eggs, about 1,000 packages of fresh meat, some 800 parcels of cured meats and more than 600 parcels containing poultry. The rest of the list records fairly large shipments of flowers, fruit, game, lard, yeast and cheese.

Brooklyn.

The Postmaster of Brooklyn addressed the principals of all the parochial and public schools of Brooklyn, enclosing lists of farmers desiring to sell their products in Brooklyn by parcel post. At once the principals began calling for the circulars by the thousand. The lists were given to the school children and went direct into the homes. A large daily exchange of packages and hampers of farm products sprang up, although the limited winter supply of poultry, eggs and butter, produced within so short a distance of such a large consuming population as Greater New York contains, commanded very high prices at the farm. Long Island farmers were getting at their doors from 50 cents to 65 cents a dozen for eggs and in reply to applicants for eggs by parcel post these prices were quoted, plus postage and the cost of containers.

Philadelphia.

In Philadelphia the Postmaster not only circularized the rural districts, but addressed a "consumer's application blank" to 62,000 Philadelphia householders. The names of about 350 registered producers were distributed among the city consumers who had shown their interest and the number of parcels of farm produce passing through the Philadelphia office increased about eighty a day.

Indianapolis.

The Postmaster declares that parcel post traffic will expand quickly if extensions of the present size and weight limits of parcels are allowed. The standard crate containing 30 dozen eggs is ruled out of the mails because the weight is approximately 54 pounds and measures 75 inches; that standard units of vegetables or grain are excluded because they weigh approximately 60 pounds each.

Many bushels of peaches would be shipped by parcel post if the weight limit were raised to 70 pounds, and the limit of measurement raised to about 80 inches, so that the standard bushel or crate of peaches as packed for the market could be admitted to the mails. Several varieties of apples weight 51 to 55 pounds when packed and cannot, therefore, be shipped by parcel post in bushel lots. Eggs, butter, poultry, vegetables and fruit form the bulk of the farm products being shipped there, though a large miscellaneous traffic has grown up, which embraces fresh and cured meats, country sausage, cottage cheese, honey, syrups, lard, popcorn, rabbits, nuts, milk, cream, sauer kraut, cornmeal, hominy, mincemeat, pickles, horseradish, fish, home-made candy, pastries, etc. The Indianapolis list of farmers offering their products to people of Indianapolis contains 532 names. Mr. Springsteen submits the following recapitulation of the growth of the service in Indianapolis since its inauguration there last September:—

Recapitulation.—September 7-11, 1914, 332 producers registered at State Fair exhibit; October 12-22, 1914, 20,000 lists distributed to consumers; November 18-24, 1914, 83 producers registered at apple show exhibit; January, 1915, 73,750 circulars distributed to producers; February 1-5, 1915, 1,200 persons interested in the matter. Total number producers listed, 532; total number consumers listed, 83; estimated number city buyers, 650; number perishable parcels received daily, 125.

Washington.

There has been a steady increase in the movement of perishable farm products by parcel post in Washington, D. C. The following tabulated returns show a steady growth, particularly in the shipment of eggs and general produce:—

	Poultry.	Eggs.	Fruit.	Butter and Other Products.	Total.
Sept. 4.....	1	28	53	80	162
Sept. 10.....	6	39	44	75	164
Sept. 11.....	8	29	48	51	136
Sept. 12.....	14	47	51	69	181
Sept. 24.....	7	36	34	69	146
Sept. 25.....	14	31	46	70	161
Sept. 26.....	6	50	80	102	238
Nov. 5.....	9	57	26	99	191
Nov. 6.....	14	64	29	83	190
Nov. 7.....	37	98	37	140	312
Dec. 12.....	59	127	24	185	395
Jan. 8.....	57	112	18	76	265
Jan. 9.....	87	151	39	123	400
Mar. 5.....	88	225	36	148	497
Mar. 6.....	130	267	29	137	563

In the last list published, February 4th, butter was offered from as low as 23 cents a pound to as high as 50 cents a pound. Eight farmers quoted butter at 25 cents a pound and twenty-two at 30 cents a pound. Eggs were offered at varying prices from 28 cents to 50 cents a dozen. Fourteen farmers quoted eggs at 30 cents a dozen and a large number at 35 cents. Since that date, however, many of the farmers have reduced their price for eggs. Poultry is quoted from 14 cents to 30 cents a pound dressed, the latter price, however, being for capons. Most of the quotations, however, run ~~from~~ 15 cents to 18 cents per pound.

Cleveland.

In February 72,200 pounds of fresh fish were dispatched by parcel post from Cleveland to farmers and residents of villages in the first and second zone. In bulk the outgoing traffic in food products by parcel post from the Cleveland office seems to exceed the incoming traffic. However, a daily average of 173 packages of eggs, butter and poultry are received by mail and delivered to patrons of the Cleveland Post Office daily.

Detroit.

At Detroit, where the first efforts toward developing the farm to table service began last June, the Postmaster was overwhelmed with applications from farmers who desired their names printed in the producers' list for circulation among Detroit consumers. The printing was reduced to a compact little document containing the names of 257 farmers who were within easy access of Detroit. Mr. Nagle says: "An average of 300 parcels a day, containing farm produce, are being delivered in Detroit."

Cincinnati.

The four open market places in Cincinnati have tended to prevent expansion on a large scale of the farm to table service in this Ohio city. The truck farmers prefer to continue coming to town to the markets, and many of the city buyers prefer to patronize the city markets, stating that they are better satisfied when they see what they buy. But an average of 200 farm-produce parcels are now being delivered at Cincinnati weekly. There are 105 names of farmers and producers on this list which we have circulated. The articles received for delivery consist chiefly of eggs, butter and poultry, and are classified as follows: Eggs, 30 per cent.; poultry, 30 per cent.; butter, 20 per cent.; fruit, 10 per cent.; vegetables, 5 per cent.; rabbits, 5 per cent.

Boston.

A movement to organize clubs of city purchasers to buy eggs, poultry, butter and general farm produce in bulk direct from the farmers, to be shipped in 50-pound lots by parcel post, is announced. The plan is that clubs be formed among the employees of large business houses, the residents of large apartment houses and among householders living near one another.

Providence.

Poultry and eggs form the greater part of shipments from producers received at the present time at the Providence office, and in all probability when the summer season opens the variety of produce to be shipped will increase. High prices asked by farmers have handicapped the development of direct exchange by mail in Providence. I have found in some cases that the farmers expect to get as much, and in many cases a little more than the same commodities can be bought at the highest price in the city, adding the cost of postage.

Denver, Col.

Of the more than 3,000 perishable parcels containing food products received at this office just prior to Christmas Day, reports Postmaster J. H. Harrison, of Denver, the entire lot, with one exception, was delivered promptly and apparently to the entire satisfaction of the addressee. A large number of Denver consumers have made permanent arrangements with producers in the country to supply them at regular intervals, usually once a week, on a specified day, with combination packages of produce, consisting of butter, eggs and dressed poultry. Strong demand for increase in weight limit to at least 58 pounds comes from Denver, on the

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Are You Coming In on the Window Dressing Contest for $175?

Doubtless you saw the announcement of the Window Dressing Contest on **Lipton's Tea.** We asked all the dealers who would compete to write us to that effect on a postal. These postals are beginning to come in, and it looks like a good live event.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	**$75**
For the Second	**$50**
For the Third	**$25**
For the Fourth	**$15**
For the Fifth	**$10**

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

ground that the standard apple pack weighs from 52 to 58 pounds, and now is not admissible to the mails.

Various other cities which have not made such a point of parcel post food business, also reported as follows:—

Portland, Ore.—Shipments of farm produce passing through the post office at Portland, Ore., now average about fifty a day, in spite of the fact that the first steps to organize this service at Portland were not taken until last October.

Baltimore, Md.—Three hundred parcels containing shipments direct from the farms are now being delivered in Baltimore daily. These commodities are proportioned as follows: Eggs, 35 per cent.; butter, 25 per cent.; poultry, 15 per cent.; fruits and produce, 17 per cent., and miscellaneous, 8 per cent., the latter being made up of such items as buckwheat, flour, hams, lard, sausages and sea food.

Galveston, Tex.—The character of the articles passing through the mails in Galveston are apportioned by the Postmaster as follows: Butter, 35 per cent.; eggs, 25 per cent.; chickens, 15 per cent.; smoked meats, 5 per cent.; country sausage, 5 per cent.; dressed poultry, 5 per cent.; miscellaneous, 10 per cent.

New Orleans, La.—There have been shipped into this office eggs, butter, tomatoes, potatoes all kinds of vegetables and fruits, home-made preserves, cane syrup, etc., in approximately the following proportions: Eggs, 40 per cent.; butter, 10 per cent.; general produce (tomatoes, beets, turnips, etc.), 20 per cent.; poultry (dressed), 20 per cent.; miscellaneous (oranges, home-made preserves, honey, cane syrup), 10 per cent. The post office is receiving daily approximately 125 parcels of eggs.

Nashville, Tenn.—Butter is the chief article sent. From 65 to 100 produce parcels arrive at this office daily.

HOLT.

Another Scheme Seems to Go Bad

Subscriber Writes of an Aluminum Ware Punch Card Scheme Where Salesman's Agreement as to Payment, and Taking Back Unsold Pieces, Was Repudiated by His House. Concern is the Aluminum Advertising Co., of Maywood, Ill.

Here is some first hands information about another premium scheme offered retail dealers, conducted by the "Aluminum Advertising Company," of Maywood, Ill. A subscriber writes as follows about it:—

Meadville, Pa., April 3, 1915.
To the Editor.

Dear Sir:—The premium system of this company, whose letters are enclosed, is far from being a success with us, and their agents are not reliable, as you can see by enclosed. We now have $150 worth of ware to dispose of the best we can, and we heard of a firm in Oil City, Pa., stuck with $450 worth. Hoping this letter may be the means of warning other merchants, we are,

Very truly yours,
JACOBS BROS.

The scheme is a punch card idea. The retailer is supposed to give every customer a card, on which is punched his cash purchases. When they reach a certain aggregate, a piece of aluminum is given This is the matter on the card:—

WE ARE GIVING PURE ALUMINUM COOKING UTENSILS FREE

to people who buy at our store. You can get an idea of these utensils by calling on us, at which time we will be pleased to give you full particulars. Bring this card with you. With every cash purchase we will punch a corresponding amount from the figures on margin. When your purchases amount to $40, upon payment of 48 cents to cover express, packing, etc., we will give you one pure aluminum frying pan free.

From the papers it appears that Jacobs & Sons contracted for $153 worth of aluminum ware. According to a note written on the bottom of the itemized statement by J. F. Howell, the aluminum company's salesman, the terms were as follows: "Check for $25, balance in three payments—$25 in thirty days, $50 in sixty days, and $53 in ninety days. We agree at the expiration of ninety days from date to credit or refund $2.00 for each piece of ware not disposed of, shipped on this invoice."

The scheme failed to work and Jacobs & Sons attempted to hold the company to its agreement, but received a letter stating "we have no knowledge of the contract you refer to by Mr. Howell. He is not authorized to make such an agreement. He was authorized to accept cash only and this is the only agreement we can honor."

To a person who has studied hundreds of schemes like this, these words professing ignorance of an agreement made by a salesman to get a contract, have an exceedingly familiar sound. It is an old trick, sometimes done truthfully without a doubt, but more often done as a deliberate subterfuge to hold a victim that has been roped in.

We suggest that the only safe way to handle a situation like this is to make no deals with salesmen. Write the house before closing the deal and ask if they will affirm the salesman's offer.

The "Aluminum Advertising Company" is not even listed in Bradstreets. There is a concern Maywood listed under the na of the "Aluminum Ware Co pany;" it has a small rating. wonder whether this concern has sumed for any reason the name the "Aluminum Advertising Co pany."

Biggest Price Cutters in the United Stat Tell Why They Think They Are Right

R. H. Macy & Co., New York Department Storekeepe Contend That All Laws Which Interfere With Pri Cutting Ignore Difference in Distributing Costs Whi is Vital. They Sell for Cash Only and Cut Prices Lieu of Cash Discounts. Cash Dealer Has to Give Mo Than Credit Dealer.

A recent writer on price-cutting says: "As to the ethics of fixed prices, I believe the store which cuts the price on a standard article does so to sell something else on which it earns a larger profit." In this statement this writer does not take into consideration the difference in cost of conducting different industrial enterprises. The tariff commission found that the cost of production varied as greatly between the most efficient and the least efficient manufacturers in this country as between the most efficient manufacturer in this country and the most efficient manufacturer abroad. The same condition holds true of distributors. Accordingly, there is a great variation in the percentage cost of conducting retail stores. Such being the case, a manufacturer, in setting his retail price, must do so on a basis satisfactory to the average distributor, who necessarily requires a profit greater than the efficient distributor can afford to sell for. For that reason the statement that "the store which cuts prices on a standard article does so to sell something else on which it earns a larger profit" is not necessarily true, and in the case of Macy is absolutely false.

Mr. Ingersoll who argues for fixed prices on his dollar watch, has frequently declared in his public utterances that he wanted his watch to be sold at the same price in every part of the United States. On this theory he wishes, by his own declaration, to nullify differences in efficiency in distribution. We do not think that such a position would be upheld by any court as "the law of justice" to wh Mr. Ingersoll appeals in cont distinction to some other kind law which he seems to think co trols the courts at present.

Another writer states t "price-cutting injures the manuf turer. When a large store se an article at a price lower than a other store then the manufactu loses the support of the major of the purchasers." If this we in any measure true we fear th Lyon's Tooth Powder, Listeri A. F. C. Ginghams, Pillsbury Flo and a long line of other commo ties would have long since be driven out of the market by t lack of support of the majority purchasers.

In the decision of the Supre Court of the State of Washingt in the Fischer Flouring Mills Co pany vs. C. A. Swanson, which h been generally published, the jud entirely ignored the fact that the is a legitimate rivalry among di tributors and that the legitima location or rivalry among man facturers is for the patronage the distributors, just as the legit mate competition of distributors for the patronage of the consume

No distributors, however lo established, can afford to do wit out advertising to the consume whereas the manufacturers ha only comparatively recently fou it necessary to appeal directly the consumer. When that is do by a manufacturer who is also h own distributor, it cannot be cri cised. But where the manufa turer appeals directly to the co sumer, is able to dictate both th price which the distributor sha

pay and the price at which he shall sell, while creating a demand for merchandise which the distributor cannot ignore, he is in a position to crush the distributor absolutely if the courts would uphold the attitude assumed by Mr. Ingersoll, and the American Fair Trade League.

Mr. Ingersoll says, "we do not ask anyone to sell our goods." Although technically true, that is certainly far from the facts—from the point of view of a distributor whose mission is to keep that which his patrons demand. If Mr. Ingersoll sees fit to create a demand for his watch and does not supply the machinery for satisfying that demand by establishing his own distributing centers, he must not object if the well-established distributors satisfy the demand which he (Mr. Ingersoll) creates but takes no steps to satisfy.

Mr. Ingersoll states further that "Macy's or any other store that cuts the price on our watches cannot really afford to sell this class of goods at the margin of the price they ask. Their expenses are higher than the stores that have to get $1 for a watch." As to the first part of this argument, we unqualifiedly deny its accuracy. As to the second, we have no accurate knowledge, but from my information, it is also wide of the mark.

In conclusion, allow us to add a few words in general about Macy's and the price maintenance controversy. We seldom advertise branded articles, and when we do there is usually a particular reason for it, as in the case of the Victor merchandise at the present time. As is well known, Macy's sells merchandise for cash only, and we feel that in refusing to grant the convenience of a credit system we must offer our patrons a quid pro quo. When a merchant buys his supplies and pays within ten days he exacts a cash discount. We accord our customers the same treatment which we expect from those from whom we buy. We do not find it necessary, as even the officials of the American Fair Trade League will admit, to advertise branded articles in order to attract patrons to our store. We do, however, sell to them when they come to our store merchandise, even if branded and restricted in resale price by its manufacturer, at a lower price than those stores which have charge accounts.

If the proponents of the price maintenance system would confine their strictures on those who disagree with them to an accurate statements of facts, they would do less to befog the issue, which, as we see it, is a clean-cut one. The question is merely whether the legislators and the courts should regulate their actions according to the interests of a small minority, viz., the manufacturers of branded articles, or according to the interests of the vast majority, viz., the consumers. The only other interests that suffer by a free market for merchandise once paid for are those distributors who, through inability to keep up with the march of progress, are unable to meet the competition of their more efficient competitors.

R. H. Macy & Co.

New York, N. Y., April 6, 1915.

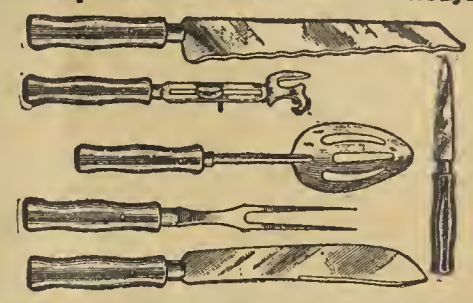
B. T. Babbitt's Special Premium.

The old established house of B. T. Babbitt is offering to the grocers and consumers of their products one of the best values in the way of a special premium that has ever been offered by a soap house. This consists of a set of six pieces of guaranteed cutlery, including a large butcher knife, serrated bread knife, paring knife, beating spoon, kitchen fork and a patented can opener which would ordinarily sell at 25 cents alone.

B. T. Babbitt Special Premium

Only 50 Trade Marks

Best Soap—Babbitt's Cleanser—1776—Pure Lye



This useful and durable kitchen set of high grade cutlery given FREE for 50 Trade Marks from any Babbitt Products at

This entire set is given free to a grocer upon a purchase of a 5-box lot of Babbitt's goods, one article or assorted, and displayed in the grocer's window so that his customers will see it and purchase the Babbitt products to get the set for only 50 trade-marks. Ordinarily such a set would be worth at least 250 soap wrappers, and to give it at 50 wrappers is very exceptional value.

B. T. Babbitt is offering this set all over the country and during the first two months of this year used over 20,000 sets.

B. T. Babbitt is redeeming these sets through their two Philadelphia premium stores located at 14 S. Tenth street, and 5135 Market street, Philadelphia, and also in a number of special redemption stations in different towns in Pennsylvania.—Advt.

Constructive Sales

Every intelligent grocer knows that his sales success must be built on the same principles that govern in the building of a house—a definite plan, good foundation, good material and good workmanship.

Into your sales plan, as "good material," comes

GRAPE-NUTS

FOOD

Extraordinary food value and flavour are its foundation; then heavy national advertising, sampling, demonstration, etc.—all work towards the great object—Repeat Sales—good profit for you.

Grape-Nuts sales constantly increase year by year.

"There's a Reason"

WITH THE EDITOR

We Endorse This.

We endorse a suggestion made in a bulletin just issued by the National Wholesale Grocers' Association:—

EDUCATE YOUR CUSTOMER.

Comparatively few retail grocers have any correct idea of cost accounting and it is in the interest of the wholesale grocer, yes, it is his duty, to enlighten the retailer.

Business to-day, compared with twenty-five years ago, has undergone many changes, brought about principally by the demands of the consuming public for more efficient, more prompt, more attractive and necessarily more expensive service.

* * *

The wholesale grocer can do much to promote the efficiency of the retailer; to assist him in being a better merchant and therefore necessarily a more valuable customer and better risk. It is suggested that a campaign of education be started.

All this is true, and in other wholesale lines, the thing suggested is being systematically done. The jobbers there have come to realize that the better business men they can make their customers, the better customers they will be. A retailer dragging along against all sorts of competition, which he is not educated or qualified to meet, and with no clear idea of what are his own conditions, costs, for example, cannot possibly make a good customer for a jobber. Put such a man on his feet by some wholesome instruction and his buying begins to amount to something.

Reducing the Retailers' Oleo Tax.

The bill reducing the tax of the retailer who wants to sell oleomargarine, from $100 to $10, is proceeding steadily through the Pennsylvania legislature, and in spite of the opposition of the State authorities, who want the revenue, and of the farmers, who want no competition for butter, it has a fair chance of passage.

Rather singularly the oleo manufacturers do not seem very enthusiastic about this bill. Remembering how the $100 tax has cut down their distribution, one would expect them to strongly favor a $10 tax, but their argument is this:—that while a $100 tax does reduce sales, it also confines the sales to the most substantial and reliable retailers. Doubtless there is something in that, but without regard to what the manufacturers think about it, we contend that the tax ought to be reduced. If you admit that oleo is a legitimate product then all reason for *any* tax disappears instantly. If you contend that oleo is illegitimate, and if you can prove it, then it ought not to be sold at all. There is no half way ground between these two situations. Since there is no longer any contention that oleo is not legitimate, there ought not to be any tax on selling it.

We hope the bill will pass.

Good for the Food and Drug Laws.

If the food and drug laws had nothing to their credit but the way they have stopped patent medicine frauds, they would be the greatest boon ever given to humanity. Below is a list sent us by the North Dakota Dairy and Food Department, showing the revelations made by the labels of some well-known patent medicines before the North Dakota drug law was passed, and the revelations made by the same labels to-day:—

	Label in 1911.	Label in 1915.
Ayer's Cherry Pectoral =	1/6 gr. Heroin per oz.	1 gr. Terpine Hydrate per oz.
Albert's Rem. for Gout and Rheumatism =	2 grs. Opium per oz.	2 grs. Cannabis Indica per oz.
Allenberry's Pastilles =	1/20 gr. Cocaine in ea.	No Cocaine.
Bolton's Acidulated Cherry Juice =	1/4 gr. Heroin per oz.	No Heroin.
Dr. A. Boschee's German Syrup =	1/4 gr. Opium per oz.	0.24 grs. Morph. Sulph. per oz.
Freligh Rem. for Gout =	1 1/10 grs. Morphine per oz.	1/3 gr. Cannabis Indica and 1/60 gr. Morph. Sulph. per oz.
Dr. Pendlebury's Wonderful Cough Cure =	1/32 gr. Heroin per drachm	1/64 gr. Heroin per drachm.
Shiloh's Cure for Coughs, Colds, Consumptions, etc. =	1/4 gr. Heroin per oz.	1/7 gr. Heroin and 2½ minims Chloroform per oz.
Stoddard's Pruni Codeia =	1/8 gr. Codeine per drachm	1/8 gr. Codeine per drachm.
Terraline =	1/24 gr. Heroin per oz.	No Heroin.
Dr. Taft's Sure Relief =	1/6 gr. Opium per drachm	1 gr. Opium per oz.
Taylor's Horehound Balsam =	1/4 gr. Codeine per oz.	1/6 gr. Codeine per oz.
Mrs. Winslow's Soothing Syrup =	1/10 gr. Morphine per oz.	No Morphine.
Wister's Balsam of Wild Cherry =	1-2/3 grs. Opium per oz.	1/8 gr. Opium per oz.

Heroin, which is several times mentioned, is a comparatively new drug derived from opium. It is one of the worst dopes in existence. So is codeine, also mentioned.

The above table shows that when they were not restricted by law, these patent medicine vampires were freely administering opium dope to the general public without let or hindrance. Unquestionably they have been creating and feeding drug habits ever since men without conscience began to go into the business. It seems incredible that such a condition could exist in an enlightened country.

Government Adopts New Condensed Milk Standard.

Department of Agriculture Practically Adopts Suggestions From State Departments as to What Legal Condensed and Evaporated Milk Shall Be.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C., April 9, 1915.

Condensed or evaporated milk should be made from the whole, fresh, clean milk produced by the complete milking of healthy cows, and contain a definite amount of nutritive materials as indicated by milk fat and total solids, according to a Food Inspection Decision issued by the United States Department of Agriculture. The product, to be in accordance with the definition, must contain not less than twenty-five and five-tenths per cent. of total solids and not less than seven and eight-tenths per cent. of milk fat.

The total solids include all substances in the condensed evaporated milk except moistu and are, therefore, an index of t actual food value of the produ It is stated that no tolerances wh soever below the quantities fix in the decision will be permitte

The definition also requires th the milk must be from co properly fed and kept, and is tended to prevent the sale of co densed milk made from milk fro cows fed upon unwholesome fe stuffs, such as swill and brewe slop, or which have been kept u der such unsanitary or otherwi unfavorable conditions as mig impair the quality of the milk.

The definition for condens milk as embodied in the Food I spection Decision is the same the definition and standard recom mended by a joint committee fro certain State and National organ zations having to do with the en forcement of laws relating t foods. The organizations repre sented on the Joint Committee o Definitions and Standards are Th American Association of Dairy Food and Drug Officials, The As sociation of Official Agricultura Chemists, and the United State Department of Agriculture.

The standard for condense milk has already been adopted b a number of states. Additiona legislation will be required in som states before it can be made a lega standard in those states.

HOLT.

Pennsylvania News Items.

Mr. C. A. Rex, proprietor of the Bon Marche store at Mauch Chunk, is completing his forty-ninth year of active business. Celebrating the event he is moving one of his many departments in a new building and is modernizing his other building. Mr. Rex is a wide-awake merchant of the old school and gives to his business a close personal supervision.

Florida oranges are ending their season and some very high prices are being obtained for fancy late Valencias—as high as $4.75 for 26s. Ordinary fruit ranges from $2.25 to $2.75.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Chicago Retailers Declare Themselves as to Premium Schemes.

Chicago, Ill., March 29, 1915.

To the Editor.

Dear Sir:—At the last regular meeting of the United Grocers and Butchers of Chicago the enclosed letter to the trade press allied with the grocery and butcher interests, the members of the American Specialty Manufacturers' Association and the Wholesale Grocery Jobbers was unanimously approved.

You are earnestly requested to take special recognizance of our stand in opposition to the "gift and coupon evil" as it is being fostered at the present time. We hope to have your co-operation as well as your aid in giving publicity to our views in regard to this uncommercial and uneconomical abuse.

We wish to thank you in advance for any favorable recognition that you may deem advisable to give us in regard to curbing this daily increasing menace. Very sincerely,

UNITED GROCERS AND BUTCHERS OF CHICAGO,
James G. Brady, President,
A. G. Hambrock, Secretary.

The following is the letter referred to:

AN OPEN LETTER.

The organized retail grocery interest feels that an epoch in our business has arrived and the time has come when we must adopt some means to protect ourselves from the encroachment of those who would destroy our business.

It is obvious to everybody that a determined effort is being made to establish among our people, the retailer, a foothold for all kinds of trading stamps, rebate schemes and profit-sharing devices. All these plans have in view the creation of an unnecessary third party that materially adds to the cost of distribution.

It is our practical experience that the margins are governed by competition which has levelled the profits of the middleman to a minimum, which will not allow the addition of an extra tax upon the necessities of life, without working hardship upon the consumer.

It is the opinion of everybody conversant with good business ethics that ultimately these parasites operating under various aliases will eliminate the individual retailer, who will be replaced by the chain-store system, which in turn will sell its own private brands of merchandise, thereby eliminating those of the manufacturer.

We believe from the statement of facts as set forth herein that this menace which threatens our very business existence, should be called to the attention of those whose interests are closely interwoven with ours. Every local retail grocers' association from the Atlantic to the Pacific has condemned all coupons, rebate checks, profit-sharing devices, or so-called gift schemes of any type of character, and furthermore, resolutions have been adopted by every State and National convention in opposition to this evil, and we believe that these expressions should be paramount.

Respectfully,
UNITED GROCERS AND BUTCHERS OF CHICAGO,
James G. Brady, President,
A. G. Hambrock, Secretary.

* * *

Two Requests for Advice Regarding Collection Agencies.

Peckskill, N. Y., March 31, 1915.

To the Editor.

Dear Sir:—Will you kindly let me know what you know of the Delaware Mercantile Co., Harrisburg National Bank Building, Harrisburg, Pa.

Thanking you for same.

Very truly, CHAS J. DONAHUE.

—

No. 2.

Milltown, N. J., March 27, 1915.

To the Editor.

Dear Sir:—Please note inclosed card of the Mercantile Credit Association of your city. Kindly reply in your "Modern Merchant and Grocery World" what you know of this collection agency. I was stung once by one of these agencies, but now I have no use for collection agencies as I run almost cash or good weekly trade, and find this very prompt in payment, but I am writing for information for two of my friends. Any information you might give will gladly be appreciated.

Awaiting your reply, I am yours for success,

FRANK G. BOYCE.

P. S.—I have taken your paper for about six or seven years and find some very good things in it.

We have answered inquiries before regarding both of these collection agencies and have invariably advised subscribers not to do business with them. As a matter of fact, we come pretty close to advising retailers not to do business with any collection agency, certainly not without sending a copy of the contract used into this paper and getting an opinion on it before signing it.

* * *

Address of a Glove Concern.

Purcellville, Va., April 2, 1915.

To the Editor.

Dear Sir:—Will you kindly supply me the address of manufacturers of the Ireland Bros. gloves, and oblige,

Yours truly,
JNO. B. NICHOLS.

The address is Johnstown, N. Y.

Radishes are coming from Virginia and North Carolina and range from 75 cents to $1 per basket. The demand is good.

24

What does it profit a retailer who is promised even one hundred per cent. profit on an unknown brand, if he cannot sell it? It is perfectly possible for three per cent. net profit on one article to yield the merchant more than two hundred per cent. profit would on another.

Remember this, when somebody begins to criticise the profit you make on nationally advertised products.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa., April 9, 1915.

The Uniform Partnership Act has been passed by both Houses and signed by the Governor. It is, therefore, now a law. The new act makes some radical changes in the law of partnership in Pennsylvania.

* * *

The Cromer bill allowing the attachment of ten per cent. of a debtor's wages where the debt is for necessaries, was reported to the House unfavorably by the committee after the latter had granted a hearing and many persons had spoken in favor. After the bill had been reported with a negative recommendation, an effort was made to get it on the calendar in spite of that, but this plan failed also, and the bill is probably dead. The chief opposition comes from organized labor. The following is the verbatim discussion of the bill when the effort was made to consider it in spite of the committee's unfavorable report:—

Mr. Cromer (sponsor of the bill).—Mr. Speaker, this bill, if you will notice it, has a great deal of merit. It is endorsed by ninety-five per cent. at least of the merchants of Pennsylvania. If the House will agree to this motion I will then make another motion to have this bill referred back to the committee for further amendment, and I think it will be satisfactory to the retailers and all the others. This does not hurt an honest man, but it protects him and it certainly scares off the crook and the dead beat, and it is necessary legislation. If the House agrees to this motion I will then make another to have it referred back to the committee for amendment.

Mr. Maurer.—Mr. Speaker, this is a garnishee bill, a bill that has been before this House for the past twenty years and never passed—the same measure that two Governors—Governor Stuart and Governor Tener both vetoed. It is not a measure that will touch the dead beat. The dead beat is a dead beat and you are not going to get him with any legislation of this kind, but it is a measure to put the workers perpetually in bondage. It talks about levying 10 per cent. of the earnings of the workers at this time, when hundreds of thousands of them are out of work and hundreds of thousands more working short time, and the high cost of living going up. This is what you are going to hand these people at this time—a garnishee. I hope you will not carry this motion to put this bill on the calendar in spite of the negative recommendation of the committee. The committee has had this bill and has given the merchants and others a hearing. It has deliberated upon the merits and demerits of the bill at some length, and the committee, after careful and due consideration, decided they would present the bill to you with a negative recommendation; and I hope that this Assembly will agree in the recommendation of the committee and not vote "aye" on this motion to put it on the calendar notwithstanding the negative recommendation of the committee.

Mr. Cromer.—Mr. Speaker, I am surprised, greatly surprised, to see organized labor take a stand of this kind. All organized labor is not against this bill. I have spoken to a number of men, members of labor unions, who are in favor of this bill and who say that every honest man should be in favor of this bill. It will be amended so that I think even the labor organizations will be satisfied if it is put back in the committee.

Mr. Maurer.—Mr. Speaker, it may interest the members to know that there has not been a convention of organized labor held anywhere within this State, or the greater part of the United States, within the past twenty years that resolutions have not been adopted unanimously in opposition to garnishee bills. I am not going to say that there are not some individual members, who do not understand the full purpose that such a proposition may have, as stated by my friend from Allegheny, who favors such a bill, but organized labor at its various conventions for the past twenty years, have passed resolutions in opposition to garnishee bills.

I have been connected with the labor movements of Pennsylvania for thirty-four years and I know something about them. I hope, therefore, that you will not pass favorably upon this resolution.

After this the motion to place the bill on the calendar was defeated by a vote of 76 to 56.

* * *

Considerable has been doing during the week in the line of cold storage legislation. An amendment was introduced in the House by Mr. Rininger, of Blair County, which, by the way, is Commissioner Foust's home county. It provides that anything stored fifteen days shall be classified as storage food, and the periods during which food shall be stored are changed to the following: Eggs, ten months; butter, eleven months; fish, eleven months; beef, six months; pork, sheep and lamb, eight months; veal, five months; fowls, dressed, seven months; fowls, undrawn, ten months. In most cases the periods are extended two months beyond those now allowed.

The other cold storage bill repealing the present act, has struck several snags in the House, where it was referred to a committee which granted hearings on it last week. The committee is divided among itself. Some members wanting to recommend the repealer and others not. After a controversy on Wednesday, the committee refused to report the bill by an equal division of the twenty-four members. If the report is unfavorable, an effort will be made to pass the bill anyway.

* * *

The Walton trading stamp bill has been amended again. The $2,000 tax now applies only to the trading stamp companies, and a tax of $150 is imposed on the merchant who gives the stamps out. A ne provision relieves coupons pack in packages from the operations the act. Where the retailer givi out the stamps is also the man facturer of the stamps, or has h them manufactured for his speci purpose, he must pay the larg tax of $2,000.

R. O. M.

A Sure Best Seller.

Delico, the double dessert, and t Diamond Gelatine pure food produc brands, together with all business pe taining to their manufacture and sal have been purchased by the Deli Food Products Co., of which F. Anlsbrook, former vice-president a manager, becomes president and ma ager. For the present headquarters w be at the old address. It is the inte tion of the new company to push t sale of their goods more vigorous than ever.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

On Carrying Out the Store's Policy.—Wonder how many of you rebel against part of the policy of your store—against the line of goods, the handling of orders, the hours, the pay, the work itself, the system, the manager, etc.

No clerk can do honest work who harbors a rebellious mind.

You can't stand back of that counter and sell goods successfully in which you have not absolute faith. You can't construct if you're a sore head. A knocker is never a builder.

* * *

Can you imagine a more distorted piece of manhood than that "piece" who punctures the Boss while waiting for his envelope?

When you hire out to do certain work for a man for so much and you get so much without a murmur why not give so much without a murmur? If murmur you must, quit the job. That's manly.

Certainly orders are given and certain rules established that may not appeal to you, and the reason they don't appeal to you maybe is because you come under these rules or because your vision isn't broad enough to see their effectiveness.

Always bear this in mind—important changes in any well regulated business is for the purpose of increasing efficiency in that business. These changes aren't aimed at you, only for your good as a unit. Often the best thing that can happen to a young fellow is to right about face. To be progressive you must show deference. You must fall in line or you run a big risk of getting out of the procession.

So carrying out the store's polic consists simply in being loyal.

* * *

If certain orders are given, go to i If certain goods arrive, get after then If changes are made, welcome them.

These things aren't done blindl They're all thought out and threshe out away up in that office long befor you heard of them. Yet foolish clerk kick on the spur of the moment a things that took brainy men mayb weeks or months to decide on.

* * *

Have faith in your employer. Co-op erate—that's the word—and by doin that you show yourself the wise sales man.

You know how it is in a family or church or a lodge when the forces o empty opposition enter into its councils

We store men are, or should be, jus big families working together for th good of the members. The more loya we are the happier we are and the hap pier we are the more successful we be come.

* * *

Then be real hearted fellows and ge this wretched opposition spirit out o your system. Be faithful in word, dee and thought and you will find that i doing so you will be promoting you own interest and your own self-respect besides reflecting on your employer and the public your perfect confidence in his merchandising methods.

It is your duty to discourage all personal criticism at all times made either by employees or outsiders relative to the men higher up in your concern.

Thirty-Six Million Free Coupons

Our Free Sampling Campaign Through You to Win New Customers

Ads Coming Out in April and May

One offers Corn Puffs free—
One offers Puffed Wheat free—
One offers Puffed Rice free—

We pay you the full retail price for the packages you deliver on these coupons.

Each one redeemed by you means a cash sale.

We urge your co-operation.

If you will prepare for the coupon demand by ordering all three—Corn Puffs, Puffed Wheat and Puffed Rice—we will take the risk of sale.

Any grocer who orders Corn Puffs, Puffed Wheat and Puffed Rice as we suggest and finds himself on August Ist with too much stock on hand will be relieved of the surplus by us on request.

Order all three today.

The coupons begin to appear by the millions about April 10th.

The Quaker Oats Company

(883)

The New York Letter

New Grocery Chain Store Concern Starts to Open Two Hundred Stores. Merchants' Association Opposes Price Discrimination Bill. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, April 9, 1915.

Interest has been expresesd during the week in a new chain store enterprise which calls itself the "Profit Sharing Groceries Corporation." It has announced its intention during the week of opening 200 retail grocery stores in this city, and in fact, the first one is already opened at 96th St. and Amsterdam Avenue. The concern distributed several thousand small packages of cake as premiums to purchasers.

They say they will have four or five more stores by May 1st. The chief promoter in the scheme is a Frenchman named Sylvestre D. Paumgartner, who has only been in this country six months and who says he will conduct his chain of stores as they do in France. The president of the corporation, which is organized under the laws of Delaware, is Alex. S. Bacon, 37 Liberty St.; the vice-president is Jos. Lederer and Paumgartner is the secretary and treasurer. Another of the directors is V. M. Turner of this city.

The scheme will be worked by giving customers a coupon entitling them to a discount on their purchases and in the time constituting them stockholders in the company.

Books are used holding coupons, valued at $10, $5 and $2.50 respectively. The slips within the books are printed in denominations of 50, 25, 10, 5 and 1 cents. The necessity of making change is eliminated. The books are sold at a discount of 10 per cent. Before a prospective customer can purchase a book he must buy at least one share of stock at the par value of one dollar. By this means the customers, it is intended, will be the stockholders. Out of the proposed capital stock of $2,000,000 for the concern, $1,400,000 will be offered to the public in this manner. It is proposed that at the end of each fiscal year the corporation will pay dividends to the stockholders. The result of the plan, it is claimed, will be to create a growing clientele, who will obtain groceries at a reduced price and will by the stock-sharing scheme be made active and interested participants in the firm. To aid in securing courteous employes, the promoters propose to set aside each week a certain amount of stock for each person, the amount depending on the salary paid. An $18-a-week clerk, for instance, will receive a bonus of $5 in stock. The corporation is organized under the laws of Delaware.

* * *

The Merchants' Association is opposing the bill referred to recently making it a misdemeanor to discriminate in the price of any food product as between different purchasers, or to refuse to sell to any one who desire to purchase. This bill is similar to those which have been introduced and passed in other States. The Merchants' Association has sent the following argument to the Legislature against the bill:—

> The objections to this bill appear to be so obnoxious as to require no argument. Anyone in the least familiar with the conditions that govern business will know that prices must necessarily vary with relation to quantity, season and financial responsibility of the purchaser. This bill proposes to entirely ignore these controlling conditions. Moreover, it would force a merchant to give credit to all applicants irrespective of the likelihood of receiving payment.
>
> This association strongly opposes the measure and hopes that a proposal which so grossly violates the economic conditions which must govern all business will not be approved by your committee.

Summarized Market Conditions.

Tea unchanged and quiet through the week with no features.—Coffee unchanged, rather weak than stronger. Buying only for actual needs. All grades of Santos, except finest roasting grades, are in buyers favor.—Raw sugar weaker and sales made at a fractional concession. No change in price; no change in price of refined; demand poor.—California prunes selling for export. At home trade very dull, market showing some weakness. Other dried fruits very quiet and unchanged.—Canned tomatoes unchanged and dull; other canned goods moderately active.—Wheat slightly lower for the week; market still very uncertain, flour selling for actual wants only. Prices show perhaps 25 cents a barrel below highest point.

Cost of Doing Grocery Business in Various Cases.

These four tables, showing the cost of doing business in various kinds of grocery stores, are furnished by System Magazine investigations:—

AN AVERAGE GROCERY STORE.

		Per Ct.
Rent	$1,154.85	or 2.3½
Salaries	4,067.09	or 8.1
Advertising	351.48	or .7
Heat and light	251.05	or .5
Delivery	954.01	or 1.9
Supplies	150.63	or .3
Insurance and taxes	200.84	or .4
General expenses	150.63	or .3
Depreciation and shrinkage	301.27	or .6
Bad debts	150.63	or .3
Total expense	$7,732.48	or 15.4

GROCERY STORE COSTS.

	Per Ct.
Rent	2.07
Salaries	7.96
Advertising	.83
Heat and light	.39
Delivery	2.03
Supplies	.37
Insurance and taxes	.58
General expenses	.45
Depreciation and shrinkage	.76
Bad debts	.47
Total percentage of expenses to sales	15.91

A SMALL CASH GROCERY.

		Per Ct.
Rent	$291.92	or 2.7
Salaries	1,048.76	or 9.7
Advertising	21.62	or .2
Heat and light	32.44	or .3
Delivery		
Supplies	21.62	or .2
Insurance and taxes	43.25	or .4
General expenses	21.62	or .2
Depreciation and shrinkage	86.50	or .8
Bad debts		
Total expenses	$1,567.73	or 14.5

LARGE CREDIT GROCERY.

		Per Ct.
Rent	$2,009.10	or 2.7
Salaries	6,771.40	or 9.1
Advertising	595.29	or .8
Heat and light	223.23	or .3
Delivery	2,232.33	or 3.0
Supplies	297.64	or .4
Insurance and taxes	223.23	or .3
General expenses	595.29	or .8
Depreciation and shrinkage	744.11	or 1.0
Bad debts	595.29	or .8
Total expenses	$14,286.91	or 19.2

Florida tomatoes range from $1.50 to $3.50; most of the receipts are poor on account of wet growing weather. The demand for good tomatoes is good.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?
Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

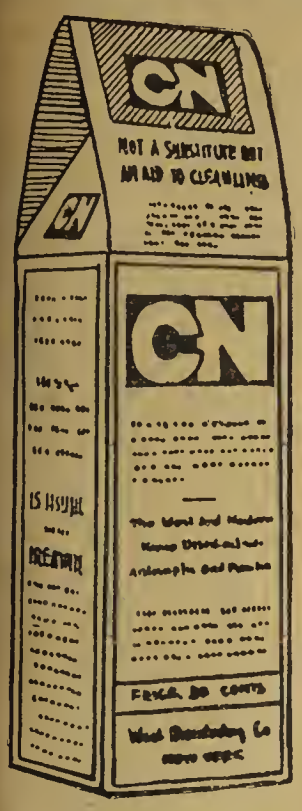
We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

HERE'S A MONEY MAKER!



The Yellow Package with the Gable Top

Are You Ready to Meet the Increased Demand for

TRADE CN MARK

that our advertising campaign for 1915 is bound to produce for Grocers?

This combined CLEANSER, DISINFECTANT, DEODORANT and ANTISEPTIC for household use is a SURE SELLER.

Link your store with our campaign by placing one of our attractive window displays to establish the fact that you have CN for sale, and

HAVE IT ON HAND TO MEET THE DEMAND!

WEST DISINFECTING COMPANY

MANUFACTURING CHEMISTS

HOME OFFICE: 12 E. 42d St., New York, N. Y.

BRANCHES IN PRINCIPAL CITIES

Judging a Store by Baking Powder

Baking powder seems a little thing to you, but somebody will judge your store by it. We do not see how there can be but one opinion as to

Rumford Baking Powder

None can possibly leaven better or insure more wholesome food. Its absolute Purity, uniform strength and keeping quality make baking results most dependable, which means a pleased customer and that every can of Rumford you sell will sell other cans for you.

Rumford pays you a greater profit than any other high-grade baking powder—It will pay you to recommend it.

RUMFORD CHEMICAL WORKS, Providence, R. I.

THE Special Price Continues

NONE SUCH MINCE MEAT

"LIKE MOTHER USED TO MAKE"

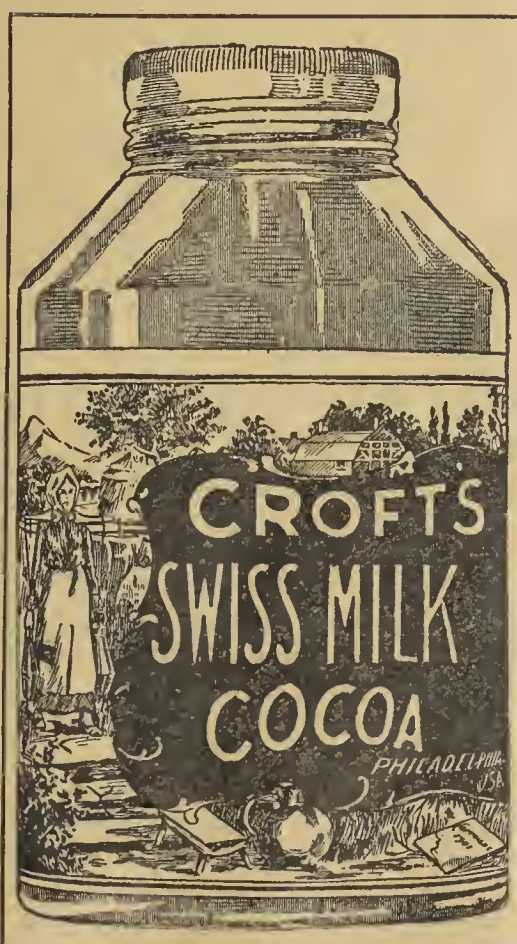
$10.80 per gross (except in the Far West)
In straight ¼ gross cases
—AND—
½ gross cases (3 packages free)

Ask Any Jobber

MERRELL-SOULE CO.

SYRACUSE, NEW YORK

Bought Simply Because She Liked the Glass Package



It's odd what little things make sales sometimes. A grocer told us the other day that the day before a woman had bought a jar of **Croft's Swiss Milk Cocoa** simply because she liked the novelty of the glass package. She didn't ask any questions about the peculiar characteristics of the cocoa; she liked the glass jar and bought.

There is a point in that for grocers who study the public—the useful novelty is usually the seller.

Croft's Swiss Milk Cocoa, the only cocoa packed in glass, has a smoother flavor than any other cocoa made. That is because our exclusive process of making takes out certain substances that other manufacturers leave in.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. PHILADELPHIA Pennsylvania . .

How Altoona (Pa.) Retailers Combat Mail Order Houses

All the Merchants in the Town Join in a Local Function Called "Style Show Week" Which is Intended to Divert Peoples' Intention From Mail Order Schemes.

The retail merchants of Altoona, Pa., have a unique plan for combating the mail order houses, which are spcially active out in that section of Pennsylvania. They call it the "Style Show," and is participated in by practically the whole town. The plan will be worked twice a year.

The Style Show is widely advertised throughout the Altoona zone with an unveiling night named. All windows are decorated with new styles for the season and on unveiling night no store is open for business.

Promptly at 7.30 the windows are bared and lights flashed on amid a ringing of bells and blow-of sirens in the railroad shops, and a general celebration ensues until midnight. Immense throngs are attracted from towns and even country districts throughout the zone. The spring and summer show opened March 17.

The Publicity Committee of the Chamber of Commerce, which manages the campaigns, uses considerable newspaper space. Following is a typical advertisement:

A WORD TO OUR MERCHANTS!

Style Show Week is here.

The formal event will take place when all windows will be unveiled at 7.30 P. M. Wednesday, and people of the Altoona zone by thousands will see displayed just as modish merchandise as in Philadelphia, New York and Pittsburg.

Stores will remain closed on Unveiling Night, but will be open for business Thursday and Friday, March 18th and 19th.

Altoona zone merchants should stand united for the good of their business and their community. They should stand back of the Chamber of Commerce in its big work of development of suburban trade and the fight against the itinerant merchant and its efforts to eliminate unprofitable advertising.

Merchants everywhere are learning the value of co-operation. They are realizing that by good merchandising—right goods, right prices, right service, they will not only benefit themselves, but the community at large.

Let every merchant, whether a member of the Chamber of Commerce or not, do his or her part in the work of building up the commercial interests of our zone.

PUBLICITY COMMITTEE,
CHAMBER OF COMMERCE.

The mail order houses have gained such ground around Altoona that they are using it as a distributing center for catalogues. On one day last month twenty-five tons of catalogues were received at the Altoona postoffice from a New York house for distribution in the Altoona zone. The shipment consisted of 60,000 catalogues which were sent from New York by freight and sent out from Altoona as permit mail. Each catalogue weighed 14 ounces, the postage cost reaching about $3,000.

It should also be said that in addition to general advertising like the above, there is considerable anti-mail order advertising, giving facts and figures.

MAKING SHREDDED WHEAT A FRISCO FAIR.

The Beautiful White Structure of th Shredded Wheat Company Easi Dominates All Other Exhibits i the Food Products Building at th Panama-Pacific International Ex position.

Not all the distributors and consum ers of that world famous breakfast food Shredded Wheat Biscuit, will be fortu nate enough to see the handsome ex hibit of the Shredded Wheat Compan in the Food Products Building at th Panama-Pacific International Exposi tion. We feel, therefore, that we ar giving our readers an unusual pleasur when we describe the exhibit and giv some facts pertaining to its ornat architecture and its wonderful adaptabil ity to the purpose for which it was buil —the illustration of the unique proces of manufacturing Shredded Wheat Bis cuit and Triscuit.

It is very fitting, of course, that thi exhibit should exemplify in its tastefu architecture the ideals that have beer carried out in the home factory at Ni agara Falls in keeping with the ideal of purity and cleanliness that have found expression in the home plant. The structure is pure white, while the deco rative embellishments reveal the same refined taste that characterizes the "Palace of Light" that has attracted so many thousands of visitors to Niagara Falls. The exhibit in fact is a happy illustration of the truth that practical utility need not be sacrificed to ornate ness of design and structural beauty.

The booth, which stands in a conspic uous place in the Food Products Build ing and which can be seen from all di rections, strikes one as a work of art— a triumph of architectural refinement. After the beauty and purity of the de-

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

gn have been impressed upon the ind of the visitor, he is next captivated the unique installation of the smooth nning machinery which is in full oper- ion and which illustrates every detail the manufacture of Shredded Wheat iscuit and Triscuit. The novelty and rfection of the process would easily iable the Shredded Wheat exhibit to minate all other attractions in the ilding without the exceedingly beauti- l structure in which it is housed.

The wheat is first steam-cooked in the rge cooker to the left of the center, ter which it is dried in the big trays hich stand by the side of the cooker. he cooked whole wheat is then ought to the shredder, which stands the front corner of the exhibit, and ere it is shredded into light, filmy ireds. Trays of these shreds, after ing through the moulding process, e then placed alternately in the re- olving Triscuit baker, which stands at e left, or in the big revolving "ferris heel" biscuit oven in the center of the hibit, followed by the evaporator at s side.

The Shredded Wheat Biscuit and riscuit are then carried to the counter the right of the exhibit space where elicious samples of the Biscuit are rved with milk and cream and the onderful fruits for which California is mous, and Triscuit, the Shredded Wheat wafer, with butter, cheese or armalade. On the large screen in the eenter of the booth, overhead, are shown interesting stereopticon views telling the entire "Story of Shredded Wheat" from the wheat field to the breakfast table. In addition to the features already mentioned there are a reception room, office, kitchen, store rooms and stereopticon loft.

The Shredded Wheat exhibit occupies a splendid, centrally located space at the corner of the two main aisles of Avenue C and Fourth street, directly beneath the immense dome of the Food Products Building, which building is easily reached from all parts of the grounds. The Shredded Wheat Company extends a cordial invitation to all members of the grocery trade to make its exhibit their headquarters during their stay in San Francisco, and through Mr. Thomas P. Jones, who, as the company's general sales agent for California, Nevada and Arizona, is in local charge of the exhibit, a hearty welcome will be given to every grocer who visits the big exposition.

A "Pay-up" Week.

Through the operation of a "pay up" week merchants of Waukon, Iowa, recently collected $50,000, cleaned 2,000 accounts off the ledger and greatly increased the prosperity of the city. In engineering the affair the merchants played upon the loyalty of their customers, but as an added inducement offered $50 in cash, with $20 as the capital prize, to those who helped liquidate the indebtedness.

Newspaper advertisements carried the following arguments:—

Every man should get his business bearings at least once a year —why not now?

High prices are caused to a greater extent than we think by the abuse of credit. Don't howl about prices when you owe a year's grocery bill.

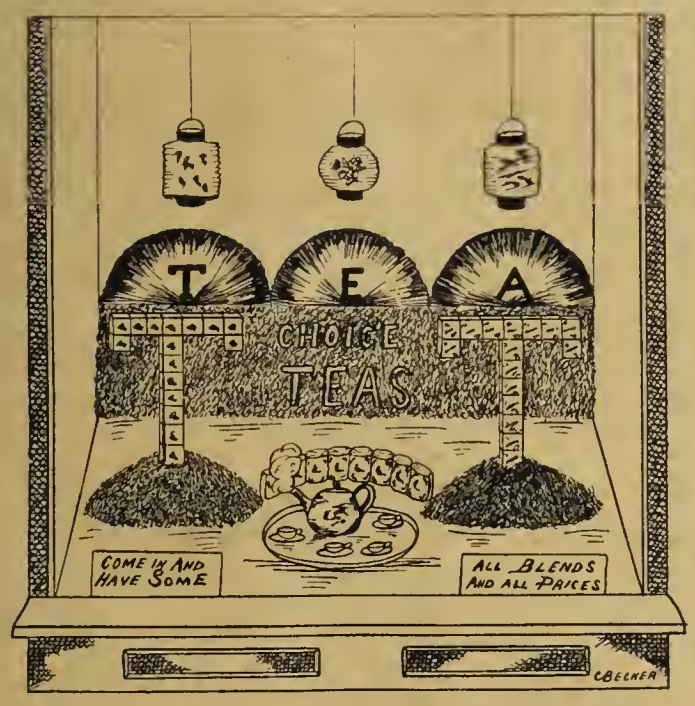
Business is an endless chain. Smith can't pay because Jones owes him, and finally it comes back to the starting point. Get out of the way of the other fellow.

Business expansion and prosperity are handicapped by the abuse of credit. Put $200,000—the amount owed Waukon merchants—in the channels of trade and see her boom.

You expect to pay. Why not now, and perhaps win a prize.

"Pay up" week attracted much attention throughout that section of the country. The merchants did their share by meeting their obligations to as great an extent as possible, and profited by setting a good example to their customers.

Weekly Window Display Suggestions



Tea Display Arranged to a T.

Make this display more effective by giving your customers a sample cup f tea. Have the color scheme yellow and black. To arrange, cover the ottom of the window with yellow crepe paper. Now, about in the center of he window, near each side, make two piles of loose black tea and on each pile nake a "T" out of pound boxes like in illustration. The way to do this is to ut eight, or as many that suits your window, on top of each other. It is best o use a few pins through the corners to hold them more firmly, and for the rosspiece use a thin flat board and put the two end boxes on first, pinning hem, and then filling in the rest. Make these letters uniform so that the pass- rs-by can easily get your idea. A little to the rear of this, in the center, nake a semi-circle of some choice boxed tea. Then toward the front put some ups and saucers on a tea tray with a teapot, too. Pull a little cotton batting ery thin and make it look like smoke coming out of the teapot spout. Place wo placards in the front of the window like in illustration. Suspend three apanese lanterns from the top of the rear of the window. Now make a slant f boards across the back and cover it with loose tea, making the words Choice Teas" from Domino sugar. At the top of this make three fans out of ellow erepe paper, each with a black letter pasted on it, the whole three orming the word "Tea."

Satisfaction

Our constant aim is to produce satisfaction—with quality, service, price. Sometimes square pegs get into round holes—and the result is intense dissatisfaction. If any of our customers are dissatisfied, we wish they would tell us, and, if possible, we will remove the cause of the dissatisfaction. One customer bought a Twine from us that did not meet his requirements, and he was thoroughly dissatisfied; in fact, purchased the next lot of Twine from a competitor. Later one of our salesman called, and the customer showed him a piece of Twine that had come around a bundle and asked for a price on it. Our salesman named a price and a sample order was given. The Twine was a better article than the customer had previously bought, and the price was correspondingly higher. But the result was wholly satisfactory. It proved to be just the Twine for the customer's use, and within the last month, after using the twine for some time, he reported that he is actually saving money, even though the price is higher per pound. He is now a thoroughly satisfied customer. Complete satisfaction requires "Net weight—all tare deducted."

D. P. WINNE CO., Inc.

105 Worth St., New York City

Manila, Sisal, Jute, Hemp and Cotton Cordage, Flax, Hemp, Cotton and Jute Twines of Every Description

All goods sold on net weight basis, all tare allowed

These Manufacturers Will Gratuitously Send Retailers Advertising and Display Matter

In various ways the "Modern Merchant and Grocery World" is just now directing the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests are being held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this, retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

The A. Colburn Co., Philadelphia. Furnishes recipe booklets, advertising envelopes, blotters, printed matter with dealer's name and address thereon, upon receipt of introductory order; particulars on application. To dealers carrying the line, supplies metallic signs, large muslin display signs for salesrooms and printed matter. Spices.

Baker Importing Co., New York, N. Y., and Minneapolis, Minn. Furnishes to all grocers handling their coffee the usual advertising matter, including weatherproof metal signs for outside, large and small display signs for inside; blotters and booklets for distribution. Also furnishes small counter display of three tubes of coffee, showing impurities removed by Baker-izing process. This in the interest of Barrington Hall coffee.

H. J. Heinz Co., Pittsburg, Pa. Furnishes store cards, single sheet pos rs, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, flange iron signs, tin tacking signs; also illustrated colored cook book.

P. F. Brown & Co., Philadelphia. Furnish all sorts of window trims and material for window and store displays of all kinds in the interest of Gurnse Butter, Milhen Carton Eggs and the other products packed by the firm.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter easels and large cartons, in the interest of Jell-O and Jell-O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes twelve-package containers for window and shelf trims, small signs for inside display and recipe booklets for distribution to retailers' customers. The above in the interest of Wheatena.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window strips, stereotypes, matrices and electros of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letter signed with dealer's name on his own letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads., stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

James S. Kirk & Co., 106 East Michigan street, Chicago. Furnish standard window displays, with directions for setting up; counter display boxes, counter display show cards, store card hangers, newspaper electros, lantern slides with dealer's name. Soaps and toilet articles.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Canners' Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats, California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Granulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material, advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naptha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs, metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large dummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advertisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros.' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

(Continued on page 22.)

A New Square Deal Business-Bringing Advertising Campaign

A Positive Business Builder Without Objectionable Features

AN IMPORTANT ANNOUNCEMENT

We originated and popularized the old-style Piano Contest plan of increasing the retail merchant's business. It was a great success, as thousands of merchants throughout the country have testified.

We now announce an Advertising Campaign that is bigger and better than any yet devised, and we have so perfected our System that we are now ready to sell it under a POSITIVE GUARANTEE to increase the merchant's business or not COST HIM A PENNY.

Merchants buy our Advertising Campaign because it is reliable and because we give them a square deal. We never ask a customer to settle until he has received the goods with advertising service.

Some Things Other Merchants Have Accomplished With Our Advertising Campaign

They have doubled their cash business: "We doubled our cash business."—Kimball Merc. Co. "Our Advertising Campaign closed Saturday night with the largest cash receipts in our business career (seventeen years)."—J. J. Geltz.

They have moved surplus goods, odds and ends, etc., and converted them into cash without discount: "We recommend the plan to any merchant wanting to clean up stock and turn it into money at regular prices."—Moser and Snyder.

They have overcome the effects of hard times and dull seasons: "It also made 1914 the banner year, showing a 25% increase, while most of the merchants in this section complained of a decided falling off in trade."—Paul P. Platz.

They have quickly pulled in the cash with which to pay bills, take discounts and buy more goods: "More than $500 were paid in on accounts and due bills in one hour. My business increased more than 57% over the same period last year."—A. B. Woolverton. "The last day's cash sales amounted to $2,334.10, and the total amount of cash received that day was close to $5,500."—Brainard-Corbin Hdw. Co.

They have "bottled-up" trade and taken in hundreds of dollars in cash to be traded out later: "By using your late feature (copyrighted) of Pledge of Patronage Cards, the increased trade is still coming and will continue to come the entire year."—P. P. Platz. "We did use the Cards and have about $7,000 in these Cards which will be traded out this year or has been and much more with it."—Ford & Cleveland.

They have greatly enhanced their good-will by securing many new and permanent customers: "My business increased permanently as I now have regular customers that I gained at the time who had never been my customers before."—W. R. Bowers (two years after using the Campaign). "I feel safe in saying that we made between 130 and 150 new customers, and possibly more than that."—H. M. Woods.

A Distinctive Business Building Campaign Did the Work for These Merchants

Your business may need such a Campaign. It is impossible to give even an outline of the benefits of this Campaign in this limited space. You can have the **exclusive use of the Campaign in your line and your trade territory,** if you act quickly.

Write to-day without any obligation on your part for full particulars. If you have any doubts as to the reliability of the house or the merits of the plan, ask the "Modern Merchant and Grocery World."

Boston Piano and Music Company, Inc.

W. F. MAIN, *Pres. and Treas.* : : IOWA CITY, IOWA

The Grocery Markets

Tea.

There has been no change in the tea market during the week. The demand is fair for the general line, being of course larger for the grades that are wanted particularly, meaning especially the low grades. The feeling as to these are firm and without change for the week. In fact prices throughout the line are exactly as they were a week ago. The demand is fair.

Coffee.

The coffee market is exactly unchanged from a week ago. Buying is very conservative; nobody appears willing to speculate even to a small extent. Santos 4s show a considerable fractional advance from the lowest point of about three months ago. There is no indication whatever that there will be any material advance from now on. The first-class roasting coffees are commanding a small premium. Mild grades are steady and unchanged, demand being fair. Mocha appears to be on its way downward, although not materially changed from a week ago; prices about 3 cents below the highest point reached and may go even lower. The consumptive demand for coffee is fair.

Sugar.

Sugar shows no change from a week ago. All refiners are selling at 5.90 for granulated, although some of them are asking 6 cents. Raws are practically unchanged, although the underlying feeling is perhaps a trifle weaker for the week than it was a week ago. The consumptive demand is poor.

Syrup and Molasses.

Glucose is unchanged and all of its edible products are taking a back seat on account of the season. Compound syrup is quite dull at ruling prices. Sugar syrup and molasses are unchanged and quiet.

Fish.

There is nothing to report in this market during the week. Some little mackerel is being offered from Norway, but prices are about $1.25 above the level on this side and, consequently, nobody is interested. There is no pressure to sell Norway mackerel from abroad. Fish on this side is not very active and there is considerable off-quality stock about. Cod, hake and haddock are very dull at unchanged prices. Salmon of all grades is where it was a week ago and in light demand. Domestic sardines are unchanged on last week's basis, the market for the new pack not yet having opened. Imported sardines unchanged and quiet.

Canned Goods.

Tomatoes are unchanged, being steady and quiet. There is no prospect of any special fluctuation in them. Corn and peas, both spot and future, are unchanged and quiet, although there is an every-day demand for corn. Apples are very dull and rule low and unchanged. California canned goods are quiet at ruling prices. Small Eastern staple canned goods unchanged and in moderate demand.

Dried Fruits.

Prunes are neglected on spot and prices are about steady. Future prunes are being offered on a basis of 3½ cents in a large way, f. o. b., with a half cent premium for 40s and 1 cent premium for 30s. Very few jobbers are interested in future prunes. Peaches are very cheap and dull and the market is much depressed. Apricots unchanged and quiet. Raisins, currants and the balance of the dried fruit list are all unchanged and dull.

Beans and Peas.

The bean market appears to be tending a little downward. Pea beans range from $3 in a large way, f. o. b., to $3.15, according to quality; demand fair. Marrows are unchanged at $4 and some holders are even asking a trifle more. California limas unchanged on last week's basis. Green and Scotch peas dull.

Butter.

The receipts of fresh butter are very light and the market is active at 1 cent per pound advance on all grades, both solid packed and print. The consumptive demand is increasing and the make is light, as is usual for this season of the year. The outlook is for a continued firm market for good fresh butter until there is an increase in the production, which is not likely to be for another month.

Eggs.

The egg market is firm at prices ruling about the same as a week ago. The quality of eggs arriving now is the best of the season and the bulk of the stock is being put into cold storage. The market is firm at the present time and not likely to change in the near future.

Cheese.

The market on old cheese is firm with a good consumptive demand, at prices ranging about a half cent per pound over last week. The stocks of fine goods are being rapidly reduced. The market is likely to remain firm as the weather gets warmer, and if there is any change in price, it is likely to be a slight advance.

Provisions.

The consumptive demand for everything in the smoked meat line is increasing, but the stocks are also reported to be large, and the market is steady at prices ranging the same as for the past two or three weeks. Pure lard and compound are steady with an increased demand at unchanged prices. Barreled pork and canned meats are unchanged, while dried beef is steady at a half cent per pound decline.

INDIVIDUAL MARKET REPORTS.

Rice.

The demand for the week as a whole has been moderately active, and a somewhat better tone is apparent, in that local and out-of-town buyers are showing a little more interest in the offerings. Prices are held firm on all desirable grades, and the general trade outlook is steadily improving. High grade qualities, being in scant supply, are held very strong, and where these grades are required, full values prevail.

Advices from the South along the Atlantic Coast report normal conditions, the trade operating on very small stocks and only replenishing when absolutely necessary. There has been very little movement of Carolina and one or two of the farmers have reduced their views on their holdings from ¼ to ⅜ cent per pound, having realized that they were holding out for prohibitive prices.

At New Orleans conditions are strong, prices are held firmly, although business is somewhat quiet.

In the interior, Southwest Louisiana, Texas and Arkansas, mills report the demand remains light, but prices remain steady to strong, several mills having turned down offers on round lots at list prices.

D. Talmage's Sons Co.
New York and New Orleans.

Spices.

The market is active with large demand for consumption. Prices are generally firm and many grades are higher.

Peppers.—Prices are firm, but without any great change during the week. A fairly steady market is indicated over the next 60 or 90 days. Supplies continue small and of not sufficient size to take care of the regular demand.

Pimento (Allspice).—Quiet but unchanged. Demand fair.

Mace in steady demand at unchanged prices.

Nutmegs.—Demand has increased very much. Prices, however, are unchanged.

Tapiocas firm and slowly but steadily advancing.

Paprika.—There is no change to report in the spot situation. The Hungarian grade is still out of supply, while the prices of Spanish are steady but unchanged.

Seeds, Herbs, Etc.—Market generally steady but quiet. Brown mustard, canary and rape seeds are lower. French marjoram has advanced. It is predicted all sweet herbs as well laurel leaves will go higher. Celery also likely to advance. Poppy and c away firm but unchanged.

McCormick & Co
Baltimore. Md.

Evaporated Apples, Etc.

The evaporated apple market been at a standstill throughout week. Practically no orders have co in from Europe and without these ders exporters have not been incli to buy. The bulk of the demand the last three months has been from t source.

The demand from the consumi markets in this country has been alm nothing this winter compared w other seasons, and there seems to nothing in sight that will bring a improvement.

Holdings of apples are limited a the owners are confident that they w have no trouble in selling before n crops are available.

Prime quality in 50-pound boxes quotable at 7¾ to 8 cents; choice at to 8¼, and fancy at 8½.

C. C. Hall.
Rochester, N. Y.

Standard Canned Goods.

The attitude of the farmers who gr tomatoes for canning purposes appea to be one of indifference about ma ing their usual contracts with the ca ners for this year's crop, unless at higher price than they received la year. The canners show equal indiffe ence about it, and seem content to awa further developments. The ta amongst the farmers about reduci their acreage in tomatoes and growi wheat, corn and oats instead, is n taken seriously. Up to this time th weather conditions are favorable for a early spring season, which will prov helpful to the farmers, provided th rainfall is not excessive during the ne ninety days.

Tomatoes were again active last wee and the buying orders came from th same widely separated markets, fro Maine to Colorado, Texas and th Northwest, showing that this marke continues to be the cheapest source o supply. The liberal buying during th last two weeks has not caused any ad vance in the market prices here, th canners preferring to see their good go into line for prompt consumptio before the next canning season roll around in August. They want to star

Have been sending you these checks (promptly also) for more than 20 years—
Forbes

The above slip comes in the last remittance from an old friend, J. P. Forbes, Coshocton, Ohio, who started advertising coupon books in this paper long before any of the present staff became connected with it. Two things are obvious—1, Forbes has something that will stand repeated advertising, and 2, he thinks the "Modern Merchant and Grocery World" is a good paper.

1915 season with bare floors. There a wide difference between the prices spot tomatoes and "futures," and a neral clearing out of the spot goods a consummation devoutly to be shed. No. 2 tomatoes continue to be larger demand than any of the other es.

Nothing of more than ordinary inter- occurred in the other kinds of vege- bles. Nearly every item in the list being purchased in small quantities, th corn, string beans, spinach and eet potatoes rather more active than other articles. April and May are pected to show an increased demand vegetables.

If there is the usual demand for nned fruits during April and May, it ll find light stocks in this market m which to make selection. The all orders coming in daily reduce the ldings by that much, but there is no ap or ginger to the buying.

The low prices for cove oysters have tracted some additional business, and ey are worth attention.

THOS. J. MEEHAN & Co.
Baltimore, Md.

MARKET NOTES.

Florida grapefruit is still very cheap— m $1.50 to $2.50 for the best. There e too many about.

—

New Florida potatoes are coming orth and bring $6 for No. 1s down to .75 for No. 3s.

—

Florida cucumbers are high—$5 to $6. here are about 60 to 75 in a basket, d the retail price is still about 15 nts a piece.

—

Florida salad is slumped. It has been high as $4, but is down now to 75 nts to $1.25. Too much is coming.

—

California asparagus ranges from .50 to $4.50, and is selling moderately; ality fair.

—

Cabbage is high. Old cabbage, which as $15 per ton, or about $1.75 per bar- l, has now advanced to $35 per ton, $2.50 per barrel. New Florida cab- ge brings $2.75 per barrel, and harleston cabbage $2 to $2.25.

The Week's Dry Goods Business.

Marshall Field & Co., in their weekly view of the dry goods trade, say:—

Cold weather has apparently slackened retail selling throughout the country, as current shipments have run slightly behind those of the corresponding week a year ago.

That merchants have their stocks in such condition that they can turn them frequently and take on new, seasonable merchandise is evident from the large number of buyers that continue to visit the wholesale market.

Cash receipts show improvement and are very satisfactory.

Business booked to date for fall delivery is ahead of that sold up to the same date a year ago.

The raw cotton market is strong with a result that prices of domestic cotton cloths are firm with an advancing tendency.

This Would Be a Good Idea Anywhere.

The Food and Drug Department of entucky has during the week issued e following notice to the wholesale ocers of Lexington, Ky. Similar conferences will be held in other sections of the State:—

To the Lexington Wholesale and Retail Grocers:—

For the purpose of more system and co-operation in connection with the Kentucky Food and Drugs Act, as it applies to grocery stores, this department plans to undertake a series of conferences in all parts of Kentucky, beginning in Lexington. The Lexington wholesale and retail grocers are, therefore, invited to meet in the assembly hall at the Experiment Station Building, Thursday, April 1, 1915, at 7.30 P. M.

The conference will discuss: (a) Such sanitary requirements as may be necessary for the further protection of foods and to lessen deterioration and spoilage; (b) Labeling requirements that are not being observed: (c) Plans for mutual co-operation in the investigation of food deterioration and its control.

The wholesale and retail grocers conduct a most important and necessary service in connection with the storage, protection and distribution of the food supply, and we hope, through a plan of co-operative investigation, to make this service of even more value to the consuming public.

We hope that every individual engaged in the wholesale and retail grocery trade in Lexington will find it convenient to be present.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.
Established 1780 Dorchester, Mass.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower, in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

Mr. Up-to-date

You should always carry a stock of

MAPLEINE

The last word in flavors

ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Wanted—a Used Keith Credit Register

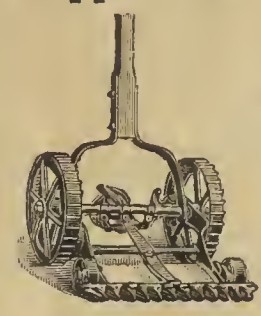
Give full specifications, including year purchased, type of register, condition and price wanted, also cost price. Address "R. O.," Modern Merchant and Grocery World.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Clipper Lawn Mower



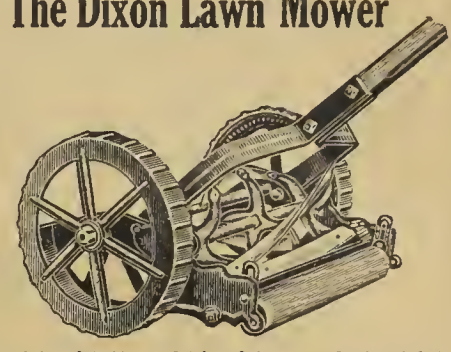
The Mower that will kill all the weeds in your lawn. If you keep all the weeds cut so they do not go to seed, and cut your grass without breaking the small feeders of roots, the grass becomes thick and weeds disappear.

THE CLIPPER WILL DO IT.

Dealers Spot Cash Prices

No. 1.	12-inch	$ 4.50
No. 2.	15-inch	5.00
No. 3.	18-inch	5.50
No. 4.	21-inch	6.00
Pony Mower,	24-inch	13.50

The Dixon Lawn Mower



12-in. $4.50 14-in. $5.00 16-in. $5.50
18-in. $6.00 20-in. $6.50

Patent Thrust, Ball Bearing, Guaranteed in Every Way and Dust Proof. Both the upper and lower knives are crucible steel. Wheels are 10 in. high and the gear is on the inside rim of the wheels, giving great power and speed. The real knife is 6½ in. in diameter, has four blades. The lower bed knife is crucible lip steel fastened to floating knife bed. This bed knife bar rests on tie rod that holds the back ends of the mower rigidly together.

CLIPPER LAWN MOWER CO.
DIXON, ILLINOIS

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, Coshocton, Ohio

A Good "Yeast Store"

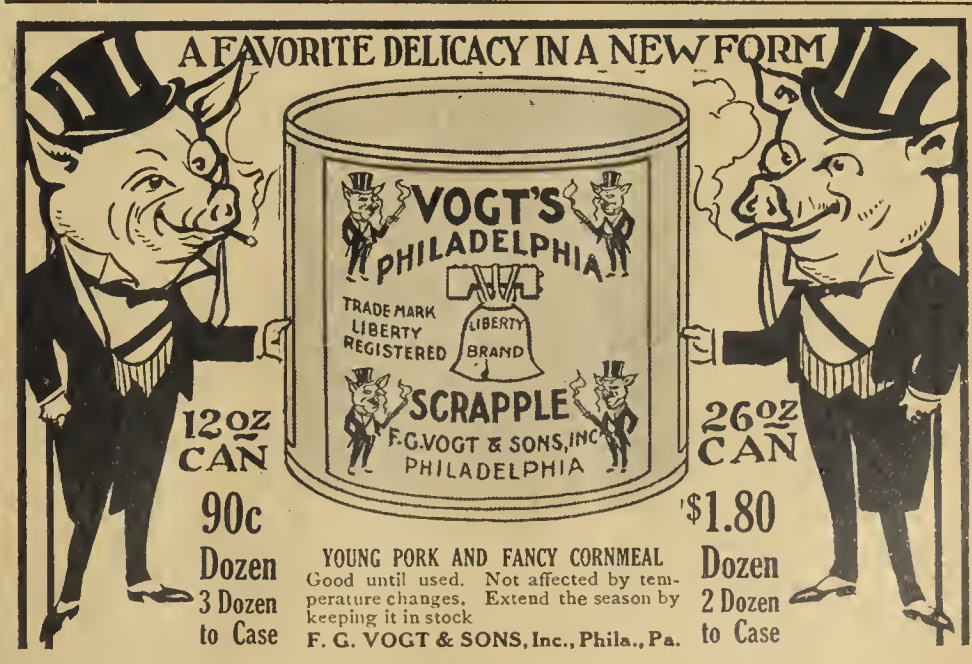
¶ Practically all grocers sell

Fleischmann's Yeast

still, in every neighborhood, there are one or more groceries that hold reputations as "good yeast stores."

¶ Incidentally a good "yeast store" generally becomes a good flour store and withal a pretty busy place.

A FAVORITE DELICACY IN A NEW FORM



12oz CAN 90c Dozen 3 Dozen to Case

26oz CAN $1.80 Dozen 2 Dozen to Case

YOUNG PORK AND FANCY CORNMEAL
Good until used. Not affected by temperature changes. Extend the season by keeping it in stock
F. G. VOGT & SONS, Inc., Phila., Pa.

Hobart Electric Meat Chopper

No. 24

Same as cut shown

½ H. P., 60 Cycle, 110 Volt

COST NEW $165.00

This machine is good as new, will sell for

$100.00

H. F. HEACOCK

51 N. 2d St., Philadelphia

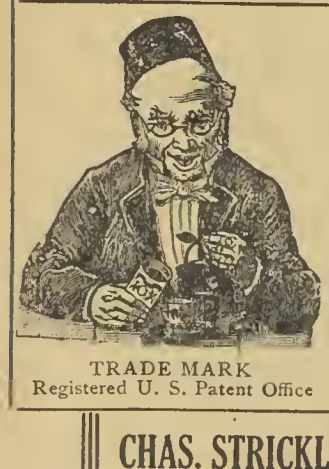
Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde,** Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.

Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

AT WHOLESALE GROCERS EVERYWHERE



TRADE MARK
Registered U. S. Patent Office

"Pfeiffer & Diller's"

KOSYR

The Best Coffee Addition in the World

Stack a dozen tins on your counter, and you will be surprised at the ready and repeat sales of this high-grade article.

1 dozen 4-ounce tins to the carton
50-4-ounce tins to the box

CHAS. STRICKLER & SONS, Philadelphia, Pa. Sole Agents for U. S. A. and Canada

Every Word True

¶ We have never said a word about **Wheatena** in an advertisement which was not true, and the truest thing we have said is that **Wheatena** has an amazing power of repeating—of staying on in families that it once gets into, and of going on even to the second and third generation.

¶ After all, is there any better test of good merchandise than that?

¶ The hearts of selected wheat.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

The Proper Care of Perishable Food Products by the Retailer

The National Wholesale Grocers' Association of the United States has prepared and is issuing to the retail trade some extremely useful matter under the above heading, the point being to supply some practical directions by which spoilage in the retail store may be reduced as much as possible. From time to time the "Modern Merchant and Grocery World" will publish brief extracts from this matter.

No. 11.—Sweet Cider in Bulk, Unprocessed Goods and Tobacco.

Immediately upon the receipt of a package containing sweet cider in bulk, a small vent hole should be bored in the top of the barrel or cask, in order to let out the gases. This hole should be stopped with a wooden plug which should be temporarily removed every day or two in order to permit the gases which have accumulated to escape. If these instructions are not followed, the pressure of the gases is apt to push out the staves and cause a leak, or the flavor of the cider may be materially impaired, and fermentation take place.

Cider must always be stored in a cool place, fully protected at all times from the direct rays of the sun.

UNPROCESSED GOODS.

Caviar, in its fresh state, and all unprocessed goods of like character must always be kept on ice. Otherwise they will spoil in a very few days.

TOBACCO.

Tobacco should be kept in the original stamped packages in order both to comply with Government regulations, and to keep the goods in proper condition.

For storage a room with a temperature of from 50 to 60 degrees Fahrenheit is suitable. There should be a free circulation of air, and the goods should be given complete protection from dirt, dust and insects. When artificial heat is used, or in a very dry climate, some artificial means of evaporation of moisture should be used to prevent the tobacco from becoming too dry, losing both in quality and weight.

Tobacco worms or beetles are likely to develop if stock is allowed to be exposed, is kept for too long a time, or is stored in a warm place. If this should occur the goods so infected should be immediately separated from the other goods to prevent the insects from spreading, and a report of the damaged goods should be made to the jobber or manufacturer from whom they were purchased, giving cancellation date of revenue stamps and full particulars as to brands, sizes and quantities.

Old stock, if still in good condition, should always be disposed before goods received more recently are placed on sale.

Florida strawberries are plenty cheap—15 to 20 cents per quart. They are retailing for 35 to 50 cents, and good looking and good.

THESE MANUFACTURERS WILL GRATUITOUSLY SEND RETAILERS ADVERTISING AND DISPLAY MATTER.

(Continued from page 18.)

The Postum Cereal Co., Battle Creek, Mich., or any of its branch offices, will supply retailers, free of cost, with full carton displays for interior or window. If desired, the company will send its own men to arrange these displays. The company will also supply retailers, during the season, with samples of the various Postum products.

The Franklin Sugar Refining Co., Philadelphia. Furnishes window decorations, booklets and blotters when their specialty men are located so that they can reach the dealers' towns. Franklin Cartons Sugars.

C. F. Sauer Co., Richmond, Va. Will furnish all advertising and display matter necessary to make a good display of Sauer's Flavoring Extracts. Retailers sending should state the purpose for which the advertising matter is wanted.

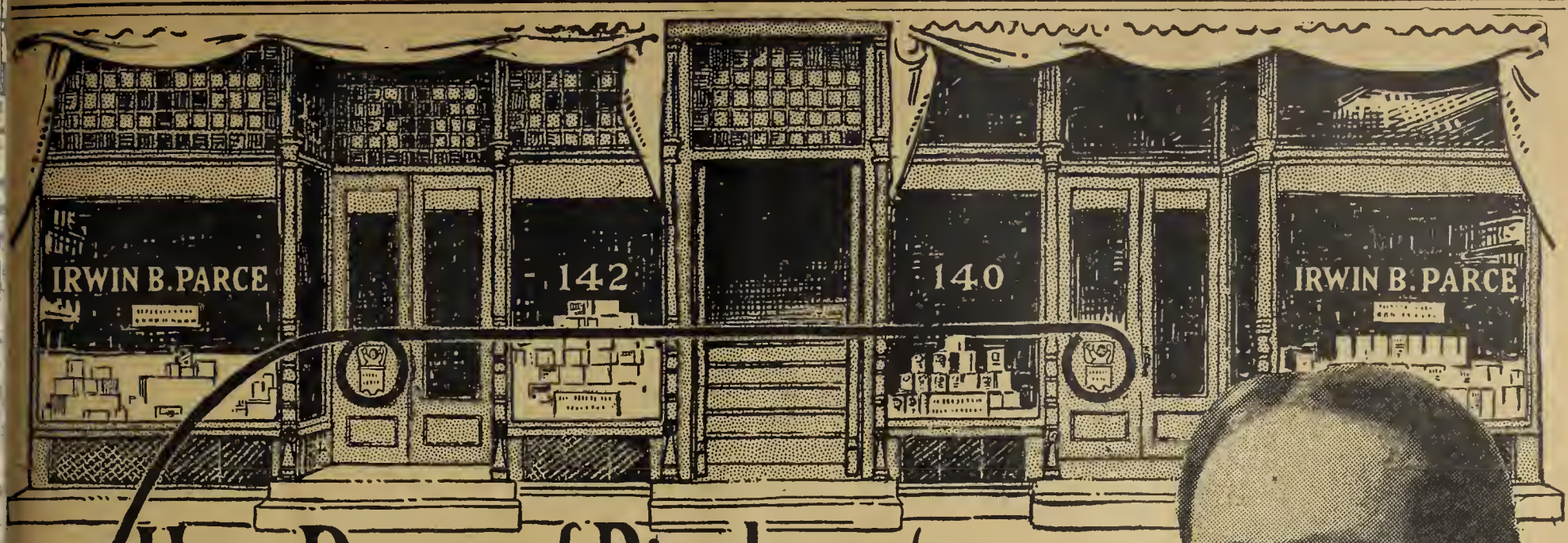
Joseph Tetley & Co., Inc., New York City. Furnishes large cut-outs for window displays; velveen inside display cards and transparent signs for window or door.

The O. & W. Thum Co., Grand Rapids, Mich. Furnishes show cards, chandelier cards; also window trims—six pieces, on paper, in colors. One show card is sent in each case of 250 sheets. Tanglefoot Fly Paper.

The Southern Cotton Oil Co., 24 Broad street, New York. Furnishes recipe books, cut-outs, window transparencies, complete window trims, envelope stuffers, electros, lantern slides showing dealer's name, and other dealer-helps. Wesson Snowdrift Oil.

Loose-Wiles Biscuit Co., 17 Causeway street, Boston. Furnishes cut-out displays, store hangers, magazine advertisement reproductions, billboards, sampling lists.

Buffalo Specialty Co., 375 Ellicott street, Buffalo, N. Y. Furnishes window trims, newspaper electros, letters and circulars for dealers to send out to their customers. Liquid Veneer.



How Parce of Binghamton Made Business out of the Westfield Campaign

This is the sign with a cash value—that identifies your store with the Westfield Movement.

A postal or letter to Dealer Service Department, McClure's Publications, Inc., McClure Building, New York, will bring you a copy of the Westfield Book of Pure Foods—a Westfield Transparent Sign for your windows—and a 56-page book in full colors offering suggestions on window trimming. ALL FREE.

Parce is a hard man to sell. He buys only when he sees profits staring him full in the face. Parce, therefore, never lets a money maker get past him. And today his store is one of the best paying in Western New York State.

Parce is "A Westfield Grocer." One of the first to see the money to be made from the Westfield Movement, Irwin B. Parce, plunged in, all seeing, head on and took Westfield for all it was worth—to him and his store.

He put up the Westfield transparent sign, stocked what he hadn't of the Westfield goods, seconded the Binghamton Press, and steered the Westfield purchasers into his store—their money to his busy cash register.

Here's the situation he saw (the situation that you can see, if you will).

Westfield—the Pure Food Town, stands for Quality Foods. Naturally, the Westfield endorsement is tremendously valuable. The goods gathered below have the Westfield O. K.

The Ladies World and McClure's Magazine with millions of readers are carrying this story to men and women everywhere.

One hundred and three of the biggest and strongest newspapers are bringing to each city—your city and the people who pass your door—this story.

Why not follow Parce—and other progressive, far-sighted grocerymen. Join!—be "a Westfield Store."

Irwin B. Parce whose store is sketched above does business at 140 Front Street, Binghamton, N. Y., where his clientele is of the finest. Here's what he says over his signature:

"I have been mighty glad to link my store with this movement. It's a grand thing for the people. It has meant more business and better business for me. There has been a strong demand for Westfield goods. The Ladies World, McClure's Magazine and the Binghamton Press have certainly impressed my customers who have been quick to respond. And if I were to see a clerk attempting to substitute I would fire him on the spot!"

Irwin B. Parce

Irwin B. Parce, known as the "Telephone Grocer" because he has educated customers to order by 'phone, is a sincere believer in everything done by the Westfield Movement. Write to him and see.

Push these Products and profit by their advertising

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

What D'ye Know About This?

I used to think if you owned a store it would be a great thing to have a boy of your own that you could put in the store with you to take the load off your old back when the time came.

I ain't so sure as I was, for I've seen the thing worked out.

Sometimes it works all right, depending upon the boy, and then again, on the father. If the boy's all right, and ain't got a swelled head because he's the boss's son, and if the father has gumption enough to make the boy take his chance with the rest, the thing may work out all right, and when it works out all right it's the biggest thing in the world for the father. Having somebody in your own family to talk things over with is a great stunt, believe me.

But when it don't work out all right, it can upset the best store on earth.

From what I've seen, it don't work oftener than it works.

The clerks in the stores talk to me, understand, and I've heard the boss's boy called fathead oftener than I can remember. Sometimes he's called a fathead because he is one, and sometimes he's called one because he's the boss's son. No matter which way it is, it comes to the same thing—the store don't run right.

I go to a store out in Allegheny County, Pa., where the boss's son has just closed up a course in business college. He never did a tap in the store, except once in awhile on Saturdays, when they were busy. There are five clerks in the store, and some of 'em have been there ever since they were born almost, yet what did the boss do but put his boy in as "manager" the next day after he stopped business college. Over the heads of all the other clerks, and he's a boy 22 years old.

Can't you see the five clerks grinning with delight?

The worst of this particular case is that the boy ain't got too much balance and he's begun to lord it over the other clerks and order 'em around. The day before I got in there he sent one of 'em next door to buy him a pack of cigarettes—what d'ye know about that?

I don't care how good a store is run, a thing like that will break it up.

"Seen the new boss?" one of the clerks said to me. I didn't know anything about this then.

"Who is it?" I asked.

"Little Freddy," he said, "he's the new boss. His father put him in last week as manager. Some manager!"

Well, of course, I had no call to talk much, seeing that I sell goods there, so I kept shut. Some job, though, for I could see just from that how the whole thing was going.

Before I left that store another clerk asked me to look out for another job for him. He was the one that little Freddy had sent for cigarettes.

"I ain't going to have that boy giving me orders," he said.

"Why don't you go to the boss?" I asked. "I'm plumb sure he wouldn't stand for sending you boys out for cigarettes."

"Not on your life I won't go to the boss," he said. "He thinks little Freddy is a little tin god on wheels. I ain't going to get in wrong—I'll simply look out for a new job, and when I come to go, I'll tell him what I think."

It's a pretty tough job to handle a situation like that, ain't it? Too bad that father ain't got sense to see what he's doing.

Maybe when one of his good clerks that he's had for years leaves and tells him a few things, he'll wake up.

Of course, you can't blame little Freddy, I suppose. He's only a kid and he's going to take anything that's handed to him. If he only had a bit more sense, he could straighten the whole thing out himself.

I know what you've all thinkin'—why don't I go to the boss, being as I'm a butter-in, and put him wise? If you could see me now, you'd see that my right paw is stuck straight up in the air. *Never again!* I did that once, to do a good turn to a customer, as I thought, but I ain't sold him a cent's worth of goods since. It wasn't quite the same kind of a case. In that case the boss's boy was mixing it up with the cashier, and outsiders were beginning talk, and the store was getting upset. I thought I had a cal butt in, as nobody else would, did.

Gee, but what I had handed me was aplenty! I had things me about myself and I didn't e know before. And when I go a boss and tell him something his boy again, may Jack Johns the African kink, hand me straight in the happy smile. lost one good customer that w and I ain't got any more to lose

The worst of that was that boss acted on what I said, too. looked into it and settled it—e took his boy out of the store fired the girl. Did he send me then and cry on my bosom all the hard things he said to n If he did, the messenger ne caught up with me. Wasn't t plumb mean? Sure it was. Mu obliged for feeling the same w as I do about it, but that ain't g ting me back his trade, is it?

I've often thought that I'd wr that fellow a letter, but I do know—what's the use?

So that little Freddy is safe right, so far as I'm concerne Still, I'm sorry for the old ma I'm sorry for anybody that has little sense.

THE STROLLER.

Written for the "Modern Merchant and Grocery World."

Sunkist Orange People Say They Hav Disposed of 2,000,000 Pieces of Premium Silver

In Answering Question Whether Their Widespread Adve tising Has Sold Oranges, They Also Say Consumptio Has Been 6,000 Cars More This Season Than Last.

[The "Modern Merchant and Grocery World" recently addressed a letter to the California Fruit Growers' Exchange, Chicago, Ill., for the purpose of learning the extent of the success which the general advertising of Sunkist oranges and the premium scheme connected with it, had had. The advertising has been appearing in magazines and general publications, and it has been a matter of general speculation whether it was pulling business or not. The following answer giving the information has been received from the advertising Manager of the Exchange.—ED.]

The advertising of a product whose value depends on supply and demand, and whose quality depends on crop conditions, is naturally hard to definitely check. However, this country has to date this season consumed over 33,000 carloads of oranges, as against 27,000 at the same date last year, and the average prices have been about the same, in the face of the generally reduced buying power.

Another proof of the effective ness of our advertising is that la year we sent out about two millio pieces of silver as premium which meant a redemption of abou fifty million wrappers.

These are the only two phase of our advertising on which we ca have any absolute check.

R. J. GRASSLY,
Advertising Manager Californi Fruit Growers Exchange.
Chicago, Ill., April 5, 1915.

"A Distinguished Family"

This is the way a successful Chicago grocer described this group of

CRYSTAL DOMINO

SUGAR PRODUCTS

They are "good company" for any good grocer to keep

BECAUSE

They are Carefully Made
—to insure uniform quality

Perfectly Sealed
—to prevent contamination from dust, flies, etc.

Exactly Weighed
—to minimize the loss in "down weights," which accompany sugar sold from the barrel.

Thoroughly Advertised
—to secure and keep the good will of the housewife and facilitate their sales.

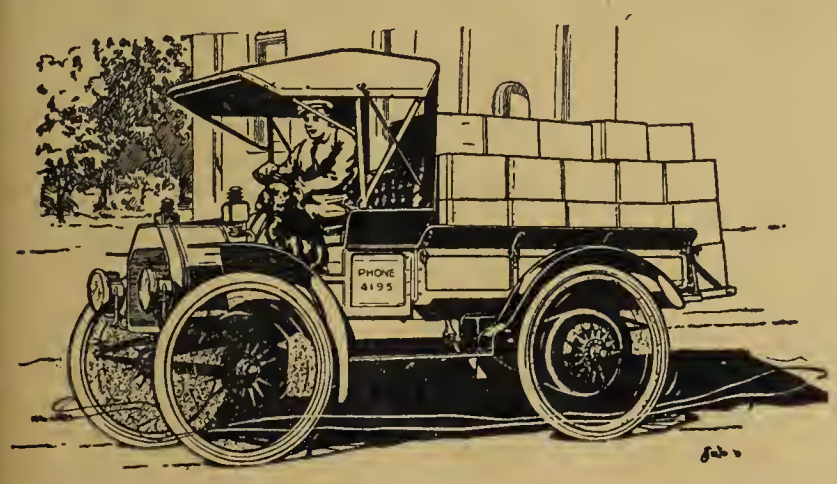
Further information regarding these quality products and advertising material helpful to the dealer, will be promptly furnished upon request.

The AMERICAN SUGAR REFINING COMPANY

Address: 119 Wall Street, New York City

Lower Your Business Expenses

From all reports, business expenses are following the cost of living. Volume does not necessarily mean profit any longer. In order to obtain a satisfactory margin of profit, merchants are compelled to cut corners all down the line. Have you figured your delivery costs lately? It is quite possible that you can make a saving in this department really worth while.



INVESTIGATE INTERNATIONAL MOTOR TRUCKS

This truck, traveling at any speed up to 15 miles an hour, costs much less to keep than the horse equipment required to do the same work. If you are running two wagons, the truck will save you the salary of one driver; if you are running but one wagon, the truck will help to build up your business to the two-wagon volume, by enabling you to reach out into new territory for customers. The first cost is less than that of horse equipment. Up-keep costs less than that of horse equipment.

An **International Motor Truck** is ready for business any hour of the twenty-four, and it can be handled by any man intelligent enough to learn a few motor truck fundamentals. Write for catalogue and full information.

International Harvester Company of America
(INCORPORATED)

105 Harvester Building **CHICAGO U S A**

CCCVI.—Again the Legal Meaning of a Receipt in Full of All Claims.

The following letter, which comes to me from Chicago, brings up that vexed and always interesting question—what is the legal effect of a "receipt in full of all claims." After having given such a receipt, when only a part of the debt was paid, can the creditor collect the balance?

Four of us bought a business and ran it about five years. About the second year I bought out one partner to keep peace. Subsequently things went worse and a year or so later I bought out another one. Things still went wrong, and about a year and a half later we sold out the stock and fixtures, but still own the real estate. The place was sold one year ago last October.

I lost about $5,000 and have been paying the debts of the old business ever since, and some are not paid yet. Now there was one firm which held a note for about $800 and an open account was run with them after the note was given for I think about $250. This firm recently gave its account to an attorney for collection. I paid all the time on it as fast as I could take the money out of my business here.

Finally their lawyer came down and said if I would give him so much money he would settle it in full, give me back the note and a receipt in full for the open account.

I asked him if he thought I was getting a square deal and if he considered the firm on the square, as I had no books showing the exact amount of the debt. The account had run all through the life of the business and I had no way of telling whether he was right or not, as part of the books were not to be had.

He said his company was all right and he would settle for so much money and advised me to take it.

I finally gave him his price, settled with him and got the note back and a receipt in full for the open account and he went away satisfied. Now the firm comes back at me and wants $260 more and threatens suit.

Can they collect it by law?

This is an exceedingly familiar situation—two business people dealing together, coming to the parting of the ways, and the debtor party closing his account with the other by paying somewhat less than the full amount and getting a "receipt in full." Or closing the account by sending a check bearing the words "in full of all claims." Sometimes the creditor accepts the check or signs the receipt—which has been prepared for him—without noticing that it is a receipt in full, and very often he does not mean to give a receipt in full at all. What is the status of my Chicago correspondent, and what is the status of everybody else in the same position, after something like that has been done?

There may be something in this correspondent's case which will save him from having to pay the balance of this claim, but he certainly states nothing in his letter which will save him. On the surface he is clearly liable for the balance, in spite of the receipt in full, provided it was an ordinary receipt such as usually given in such cases. If it was a receipt under seal, there is some hope for him, as I will explain in a moment.

The only thing which can absolutely save him is the existence of a possible dispute at some time or other, between him and his creditor, as to the amount of the account. If they ever had an argument as to how much was owed, and if that argument was still unsettled when he got his receipt in full, he is safe, for the law says that the acceptance of part of an account in full of all claims, after a dispute as to its amount, is a complete bar to the collection of the balance.

If there was never any dispute—if both parties have at all times been in agreement as to how much was owed, then the receipt in full amounts to nothing, and the balance of this claim can be collected—if the receipt was not under seal. The theory upon which this phase of the law proceeds is that an agreement to accept part of an undisputed debt, in full of the whole, has no consideration, and is therefore void. A man who pays $100 on account of an undisputed debt of $200 is giving nothing for his receipt in full, for he was bound to pay the $100 anyway. For that reason the promise had no consideration and cannot be enforced. The creditor in an undisputed debt can give any number of receipts in full and the very next day can demand the balance and collect it by suit if necessary.

But if the receipt in full is under seal the situation in most States is quite different. A seal means simply a circle put at the end of the name which is signed to the receipt, with the word "seal" written within it. It is a small thing to make such a difference, but occasionally—not as often as formerly, however—it makes all the difference between black and white.

Where the debt is undisputed, and the debtor is attempting to settle it by payment of part, he will be safe in most States if he will get from his creditor a "receipt in full," or a "release of all claims," under seal, the seal being appended as I have described. The seal will give the consideration which would be lacking without it, and the agreement to take part in full settlement of the whole will be good. It is important to remember that where the debt is undisputed, this is the only kind of a receipt in full which will prevent the creditor from collecting the balance.

I take the liberty of making an observation outside the line of the legal question presented by this correspondent, which may be useful to other readers, though it can hardly be useful to the correspondent at this late day. It is that in cases of buying out a partner's interest, some arrangement should always be made to take advantage of the fact that the partner whom you are buying out is just as liable for the firm debts as you are. Here is a case where one partner seems to be left with all the firm debts on his shoulders. Nothing is said about having made an adjustment of the firm debts with the partners who were bought out. It may be that this firm, considering its debts, was insolvent when the shares of the two partners were purchased, in which case the partner's interest was worth nothing. It may even be that the firm was so much insolvent that the partner's interest was worth less than nothing—he could have been compelled to pay something from his personal estate to make the firm good. To pay a partner anything for his interest under such conditions is absurd, yet I have t times encountered cases where it done, the partners apparently not t ing it necessary to figure up the worth of the partnership and appra each partner's share upon that basi

Still another phase of this questi this—that when you buy a partner you practically agree to assume share of the firm debts. Reme that while every partner is alone sponsible for the entire partne debts so far as the creditors are cerned, among themselves partner liable only for their share of the d and the partner who pays all the can collect their proper share fro the other partners. Of course should be considered when buying partnership interest, and it s trifling and superfluous to mentio but my experience tells me that it is —many, many times a man will buy interest of his partner for an arbit sum—"how much will you take for interest?" or "I'll give you so mu with practically no regard to the book value of the interest to be sol

(*Copyright, April, 1915, by Elton J. Buckley.*)

NOTE.—Requests for information this department should tersely set in full all the facts bearing on the and all questions should be caref framed to avoid misconstruction. W on one side of the sheet only. Let should be received at this office later than Tuesday of each week to sure an answer in the Monday's is following. The signature and addr of the writer must accompany all quiries, and will be published un there is a request not to do so. inquiries received will be answe without charge. Address all commu cations to Legal Editor "Modern M chant and Grocery World."

How the Grocers Score in North Dakota.

During the year 1914 inspections ha been made of grocery stores through the State of North Dakota, the to number inspected being 678 and average score 87.8, which is quite a tle lower than in 1912 when the avera was 91, although when the work beg in 1909 the average for grocery sto was 80. This shows a marked improv ment but a slight letting up of the ave age for the State.

The Week's One-Time Ads.

We have with us to-day, gentlemen, a concern which you all know, or ought to know, and whose society in our midst is a honor and a credit. I refer to the D. P. Winne Company, of New York, whose twines are known wherever the sun shall his successive journeys run. I flatter myself that a mighty fine bit of writing, and if it's half as fine as the twines that the Winne Company make I'm satisfied.

Mr. Winne will please rise and meet the gentlemen. Gentlemen, Mr. Winne; Mr. Winne, the best bunch of readers of the best little trade paper you can find anywher All please take seats and the wa ters will bring in the soup. Se ously, I want to recommend t D. P. Winne Company to ever man who uses their line of good and I want to recommend the good and strong. They're the big gest sticklers for giving full weigh I ever knew, and they've fough the short weight twine and co frauds for years. If you want square deal and like to associat with people that give it to you, ge in touch with the Winne Company Gentlemen, I thank you.

JIMMY MANDER.

Everybody Knows Them

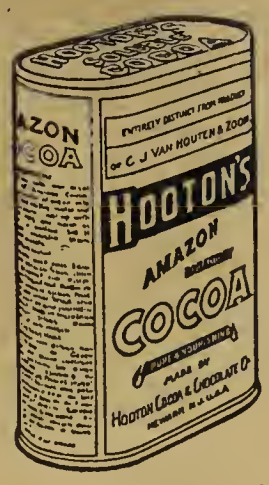
Knight's Flavoring Extracts have
en pleasing epicures through
t the United States for fifty-nine
ars. The name Knight on an
tract package is a stamp of ex-
llence. Thousands of families
n be induced to use nothing else
ost grocers sell them; if you
n't, do so now and you will find
at the goods not only sell them-
lves, but that your extract trade
ll increase. You cannot make a
tter profit on any first-class brand

KNIGHT

ooking Extract Co.

No. 211 ARCH STREET

PHILADELPHIA, PA.



Have You Any Fine Trade?

Hooton's Cocoa will not only please your most particular customers by its fine Quality and Flavor, but it will also please those who want big money's worth because our 10c can is the biggest FIRST QUALITY can at that price. You want one leader in cocoa that will sell to all classes of trade and **Hooton's Cocoa** is the cocoa that will do it. Write for particulars of our introductory proposition because it means *"more business"* for you.

NEW LARGE

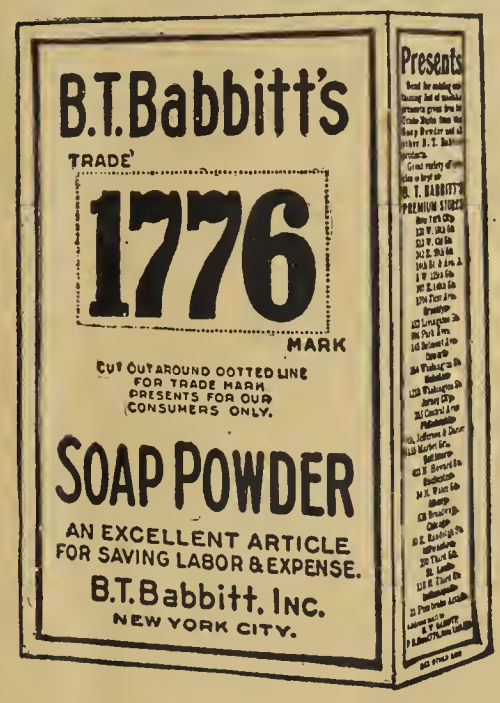
Pound Package

ONLY 5 CENTS

To the Consumer

The New Package of

Babbitt's 1776 Soap Powder



has every feature in its favor to make it the biggest and fastest seller you ever handled. It's a pure soap powder of wonderful cleansing power, and means "Freedom from Drudgery" for the housewife. The big pound package that costs only 5 cents is the biggest moneysworth she can buy, and that pleases her. The Trade Marks are good for beautiful and useful presents. If you'll keep 1776 Soap Powder on display and mention its features to customers, you'll find it easy to put a few packages in every order.

B. T. BABBITT, Inc.

NEW YORK CITY

Coffee Sermonettes

No. 4—Expert Service

TEXT: If a man can write a better book, preach a better sermon, or make a better mouse trap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door.—*Hubbard.*

When we started in the coffee business here in Front street, the wiseacres who had been plodding along in the good old-fashioned ruts for several generations were scandalized by the newness of our method.

First, we nailed over the door the motto: "DELIVER ALWAYS THE VERY COFFEE THE PURCHASERS BELIEVE THEY SHOULD RECEIVE." The Front Street Fogics shook their heads and sagely remarked: "We can see their finish," "How foolish!" and "What's the use?"

But we held on. And then we began talking "CUP QUALITY FIRST CONSIDERATION." "What new-fangled notion is this?" shrieked the wise ones.

Then we Standardized our Green and Roast Coffees until Harisco Standardized Coffees were ordered from the Pacific Coast.

We had learned that everything of worth must have Survival Value so we started to tell the grocer how to build his business so that it would grow and last.

"Surely this is suicide," groaned the wise ones. "Educate the grocer? What rot!"

We were in the Wilderness, all right, and we had to blaze new trails in all three directions. But little by little the trade began to make a beaten path to our "door," and one day Uncle Sam himself came and knocked at the door and offered us several government contracts. He said *he believed* in us; and that was high praise—don't you think so?

We will place our expert personal service at your command without extra charge. We'll show you how to have the trade in your town make beaten paths to *your* store—instead of to your competitor's. Try us.

The

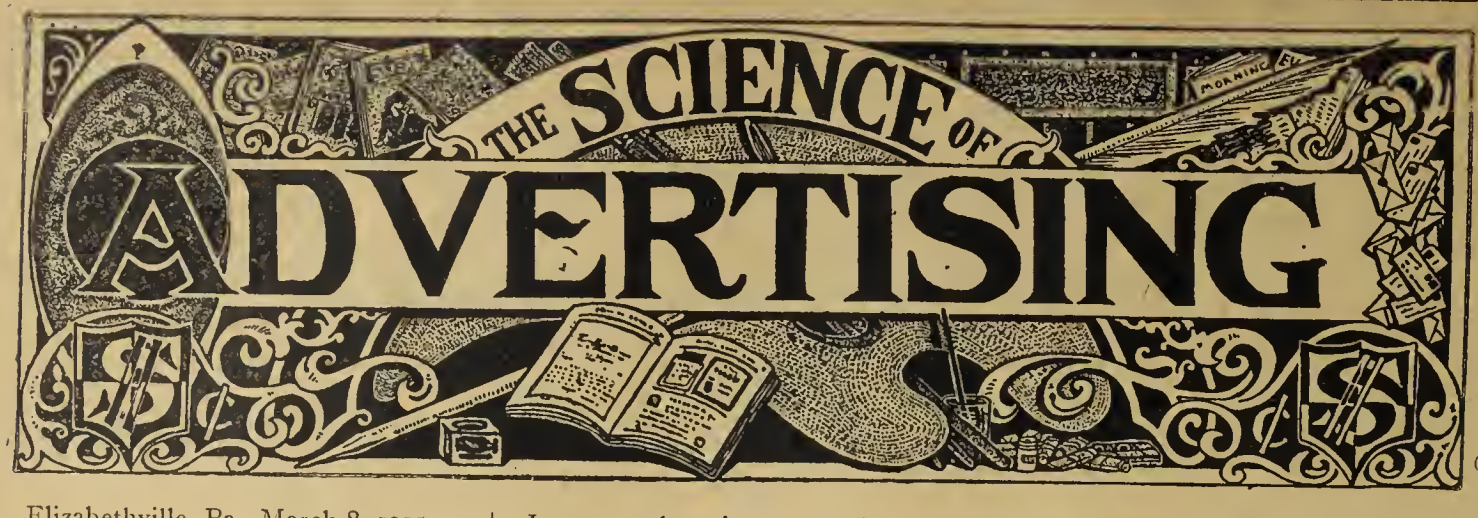
William B. Harris Co.

Cup Quality Experts

Teas, Coffees, Spices

65 Front Street New York

(Copyright)



Elizabethville, Pa., March 8, 1915.

Editor Science of Advertising.

Dear Sir:—I am enclosing a bill of a special sale which was very successfully conducted during the month of February.

I have always read your criticisms of other merchants advertising with much interest and thought that you might see fit to offer your candid opinion on the enclosed paper.

Thanking you for whatever consideration you may give it, I remain, Yours truly,

A. M. ROMBERGER.

The hand bill enclosed was a very large affair—really a hand bill rather than a circular—measuring 18 x 24 inches, and the paper on which it is printed is so flimsy that I tore it while opening it. Such paper would have been hardly good enough for a small circular, but for a large bill like this it is much too poor.

* * *

Here is the much reduced reproduction:—

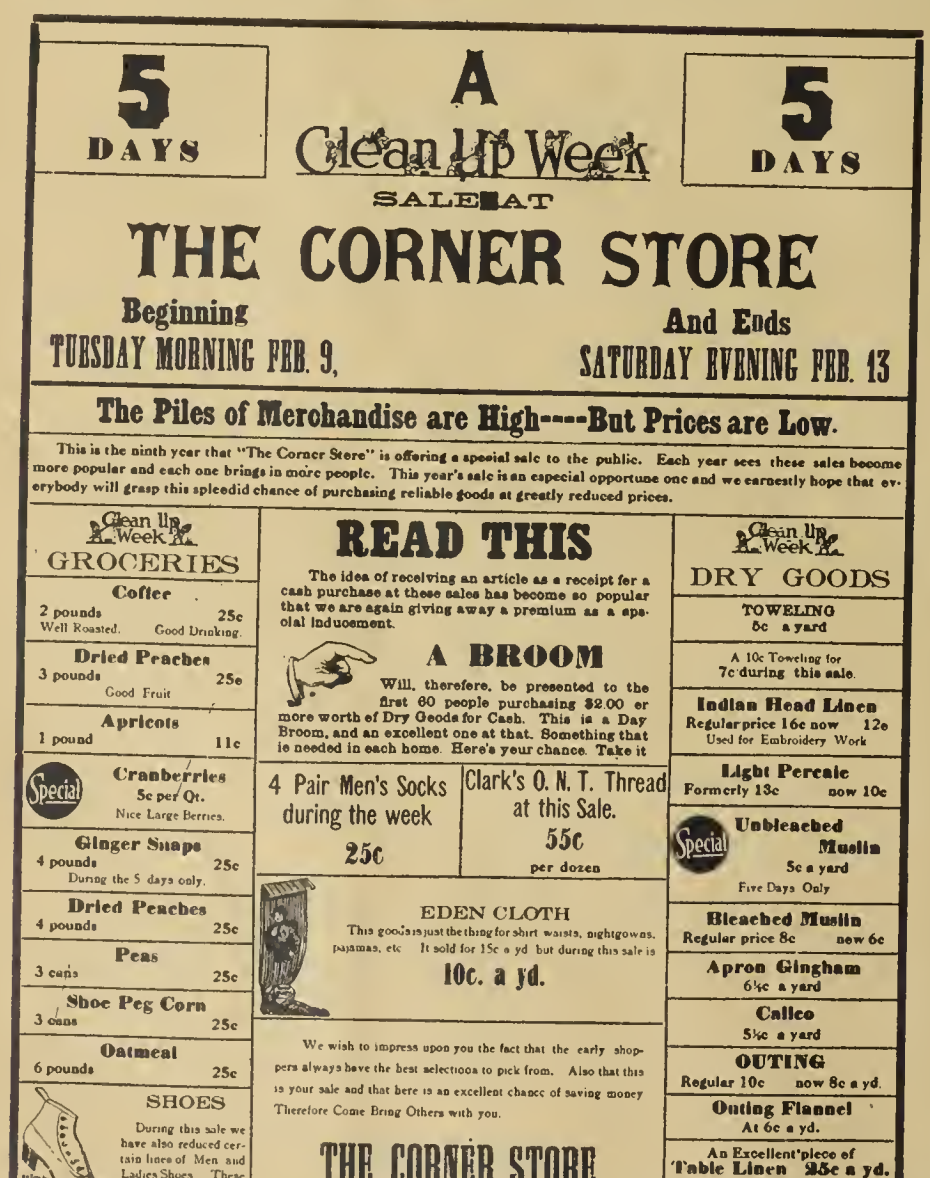
I suppose the printer here did the best he could with his limited facilities, but I cannot refrain from saying that this is a pretty poor job. There are some wrong letters in the boldface head lines, some spaces which oughtn't to show, and some bad type combinations. "Clean Up Week at the Corner Store" would have been a better headline—all in one line, and it would have saved some space. However, I don't criticise the printer for this, because I suppose he merely set up the copy that was given him to set. I think I would hardly have given nearly half the space on this sheet to the heading and introduction. If Mr. Romberger had not wanted to advertise any more articles, he could have cut down the size of his sheet, which is always an advantage. The space given to the introduction could have been cut down about one-half.

* * *

As for the matter of this advertisement, I have no doubt that it got business. On the whole it is a convincing offering of a special event and I should confidently expect it to bring business. I think it could have been strengthened by playing up the bargain idea a little more forcefully. As I have often explained, there is nothing obviously cheap about a bargain offering like this: "Shoe Peg Corn, 3 cans 25 cents." It may be the biggest bargain of the year and it may not be a bargain at all. It depends on the quality of the corn and the usual price. How important, therefore, to say something about both of these factors. My judgment is that nothing more directly touches the heart of advertising than this, and I have never had any doubt that the weakness I refer to has killed thousands of dollars' worth of advertising and prevented it from getting results. There are quite a number of articles advertised in this way on this bill—they haven't even the word "special" on. The thing would have been immeasurably stronger had more data along these two lines been given. However, I say again, that in spite of this I have no doubt that the bill got results.

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.



5 DAYS

A Clean Up Week SALE AT

5 DAYS

THE CORNER STORE

Beginning TUESDAY MORNING FEB. 9,

And Ends SATURDAY EVENING FEB. 13

The Piles of Merchandise are High----But Prices are Low.

This is the ninth year that "The Corner Store" is offering a special sale to the public. Each year sees these sales become more popular and each one brings in more people. This year's sale is an especial opportune one and we earnestly hope that everybody will grasp this splendid chance of purchasing reliable goods at greatly reduced prices.

Clean Up Week GROCERIES

Coffee 2 pounds 25c — Well Roasted. Good Drinking.

Dried Peaches 3 pounds 25c — Good Fruit

Apricots 1 pound 11c

Special **Cranberries** 5c per Qt. — Nice Large Berries.

Ginger Snaps 4 pounds 25c — During the 5 days only.

Dried Peaches 4 pounds 25c

Peas 3 cans 25c

Shoe Peg Corn 3 cans 25c

Oatmeal 6 pounds 25c

SHOES

During this sale we have also reduced certain lines of Men and Ladies Shoes. These are Worth your time and consideration. Come in and Look them over.

READ THIS

The idea of receiving an article as a receipt for a cash purchase at these sales has become so popular that we are again giving away a premium as a special inducement.

A BROOM

Will, therefore, be presented to the first 60 people purchasing $2.00 or more worth of Dry Goods for Cash. This is a Day Broom, and an excellent one at that. Something that is needed in each home. Here's your chance. Take it

4 Pair Men's Socks during the week 25c

Clark's O. N. T. Thread at this Sale. 55c per dozen

EDEN CLOTH

This goods is just the thing for shirt waists, nightgowns, pajamas, etc. It sold for 15c a yd but during this sale is

10c. a yd.

We wish to impress upon you the fact that the early shoppers always have the best selections to pick from. Also that this is your sale and that here is an excellent chance of saving money Therefore Come Bring Others with you.

THE CORNER STORE

A. M. Romberger, Elizabethville, Pa.

Clean Up Week DRY GOODS

TOWELING 5c a yard

A 10c Toweling for 7c during this sale.

Indian Head Linen Regular price 16c now 12c — Used for Embroidery Work

Light Percale Formerly 13c now 10c

Special **Unbleached Muslin** 5c a yard — Five Days Only

Bleached Muslin Regular price 8c now 6c

Apron Gingham 6¼c a yard

Calico 5¼c a yard

OUTING Regular 10c now 8c a yd.

Outing Flannel At 6c a yd.

An Excellent piece of Table Linen 25c a yd.

10c Dress Gingham at 8c a yd. — Neat Patterns. Washable. Here's a Great Opportunity.

Pennsylvania Organization Notes.

The Meadville Association is considering co-operative delivery system.

* * *

The Harrisburg Chamber of Commerce is lending all its influence towards the passage of the anti-trading stamp bill now before the Pennsylvania Legislature.

* * *

Representatives of the various organizations throughout the State appeared before the House Committee on March 30th in the interest of the garnishee bill. Pittsburg and Philadelphia sent large delegations.

* * *

Lehighton merchants held a meeting on March 29th preliminary to effecting a permanent organization. There was a good attendance. Temporary officers are President Metzger and Secretary R. J. Kramer. The organizer was present. Arrangements have been made to have Mr. Smedley return on April 19th. It is expected that the association will have a membership of over one hundred.

* * *

Mr. Smedley addressed the Home Grocers' Association of Pittsburg April 6th.

* * *

Organizer Smedley delivered an address at the banquet of the Homestead Business Men's Association on Wednesday, April 7th.

* * *

Arrangements have been made to organize the merchants of Stroudsburg April 13th.

* * *

The Nanticoke Business Men's Association is making good progress. It has applied for a charter. Is arranging for a transient merchants' tax and a good credit and collection system.

* * *

Want help in your town? If so, send for the Organizer.

Boston Jobbers Attack California Raisin Combine.

Wholesalers generally seem to be preparing to fight the California Raisin Combine, which since its organization has been particularly independent and arbitrary in its treatment of the trade. The Combine's latest move is threatening the jobber's private brands. The following resolutions have been adopted by the jobbers of Boston, Mass.:—

Whereas, The California Associated Raisin Combine, of Fresno, Cal., James Madison, Mgr., has control of 90 per cent. of the crop of raisins grown in the State of California, and are now making very strenuous efforts to drive into camp such growers as have been on the outside, and

Whereas, The said association has recently sent out from the manager's office at Fresno information to the effect that the company will endeavor to do away with the distinction between fancy and choice seeded, beginning with this crop and making henceforth only one grade of seeded raisins—to include 2s, 3s and 4-crowns, which, in our opinion, will be less desirable than the grades already established now known as fancy seeded, made out of 3-crown grade; choice seeded, made out of 2-crown grade; and

Whereas, Such action would compel many people to use a lower grade than they desire and are ready to pay for, also to compel people in moderate circumstances to buy a higher grade at more price than they are now satisfied with; and

Whereas, Many of the wholesale grocers have already established a reputation for fancy quality on their private brands, which the above action, if carried out, would destroy and render valueless their efforts over many past years.

Resolved, That we, members of the Boston Wholesale Grocers' Association, look upon this move of the Associated Raisin Co. as unfriendly and a menace to our business, and another step towards establishing a monopoly of an important business to the detriment of the entire grocery trade of the country.

Resolved, That we, as a body, protest against the Associated Raisin Co. taking this action, and that a copy of these resolutions be sent to the California Associated Raisin Co., James Madison, Mgr., and to our affiliated organizations.

Modern Merchant

AND

Grocery World

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Macy & Company's Price Cutting Argument Answered by a Manufacturing Wholesaler

He Says Price Cutters Have a Right to Cut Prices Five Cents, Say, on an Article, if Their Extra Buying Power Allow Them to Buy Five Cents Cheaper, But This Gives Them No Right to Cut Below Cost.

I found the letter from the R. H. Macy Co., printed a few days ago, full of live food for thought, though I find it hard to agree with much of its contention.

I am not a rabid partisan on either side of this price-cutting question because I am connected with a certain wholesale establishment interested in the question, not as a distributor to the retail trade, but also owning several valuable and well-known brands in which we have interests substantially like those of some of the specialty manufacturers who are urging the right to control the resale price of their products. Therefore I think I can speak fairly and without undue prejudice.

I was much interested in the Macy criticism of what has been said as to the motive for price-cutting, to the effect that it was done by most stores "to sell something else on which there is a larger profit." The Macy letter is hardly fair when it says that critics of price-cutting do not take into consideration the difference in cost of conducting different enterprises; at least, it is not fair in its argument that the difference in the cost of doing business ought to condemn the principle of maintained uniform prices.

I admit there is some justice in the point, but if it were true that department stores, mail-order houses and chain stores cut prices merely to the extent of, and because of, their ability to do so through having lower costs of doing business and because they desired to give the consumer the benefit, the Macy argument might rest on firm ground. As a matter of fact, that phase of the Macy argument is sophistry. When they pick out well-known articles like Sapolio, Listerine and Gillette razors, for sale at less than cost, they do not do it as a result of any efficiency they possess in the distributive line, but exactly for the reason stated—to attract trade and sell something else on which there is enough profit to not only pay its own way but compensate for the loss on the other transaction.

If it were possible and practicable to permit different classes of distributors to sell proprietary articles at cut prices and give the consumers the benefit of their efficiency (if there be any, which statistics do not show as to department stores), I believe it would be an excellent thing for all the public at large. After all, the less control of business attempted the better for its efficiency and prosperity alike. But everyone knows very well, the Macy concern included, that such a privilege would be abused and used for purposes other than that for which it was established—just as it is now. The only practical classification would be governmental and for the Government to undertake to ascertain what a fair scale of varying profits or prices would be, it would only resolve itself back into the hands of the owners of each brand. Manufacturers, more than anyone else, are bound to be interested in securing the greatest benefit for the larger number of buyers, as against the deceptive methods of merchandising now prevalent among retailers as well as wholesalers, and would therefore seek an equitable form of control.

I do not blame the individual merchant for resorting to these devices under the present system and methods. It is accepted as legitimate competition to-day. We grocers practice it ourselves in principle when we sell sugar, Bakers' cocoa and other well-known commodities at less than cost, only to make up the loss on coffee, tea, extracts, etc. We do it because it is born of the present ideals of merchandising, but it is not right.

In many of the common affairs of life it has been found beneficial to the general public to waive the fullest exercise of individual right in the interests of the general welfare of all. In railroad rates, postal regulations, insurance charges and many other things Governmental control in the interests of enforced equality has not only come to be recognized as desirable but essential. Yet we do not hear the individual mourning his lost right or riding rough-shod over the welfare of all his neighbors. Society has always demanded the subordination of individualism to the uniform rights of the whole.

Why is not the same thing true of merchandising? Is it desirable that a few favored large factors shall practice deception on the public just because it is their individual right and crush out of existence the rest of the distributors? The public's welfare is bound up in the preservation of widespread distribution and many distributors, rather than the few. It is unfair that the deception be curbed for logical ends similar in principle to the reasons which have underlain all forms of regulation for the community well-being?

MANUFACTURING WHOLESALER.
New York, N. Y.,
April 12, 1915.

Oleo Output Increases in March.

The oleomargarine output in the Chicago district for the month of March shows a large increase, it being 233,48 pounds of colored and 8,917,740 pound of uncolored, or a total of 9,151,22 pounds, against 254,731 pounds of colored and 7,159,104 pounds of uncolored or a total of 7,413,835 pounds for the same month a year ago, this being a increase of 1,737,393 pounds this yea over a year ago. It also shows an increase over the previous month of February, when the output was 203,26 pounds of colored and 8,528,812 pound of uncolored, or a total of 8,732,08 pounds, this being an increase fo March over February of 419,147 pounds The output of renovated butter for th month was 1,945,700 pounds, agains 1,123,200 pounds for March, 1914.

..MONEY FACTS..

If we would offer you a Ten Dollar bill you would hardly refuse it.

READ THIS!

You can now save an average of 10 per cent. on anything you buy.

What will this amount to on your Spring Clothing?

You actually save 50 to 100 dollars a year by joining the Mutual Saving Club.

We furnish you with a silver check and a book containing all merchant's names, who are giving you this advantage. At present we have thirty merchants representing all different lines. New ones added every day.

This is not a cut price or a bargain sale but a permanent profit sharing plan.

The best merchants of Lancaster City welcome this plan as a boom to business and see in it the direct means of reducing the

High Cost of Living

Investigate this before you spend another dollar

You cannot afford to put this off

Lines Represented:

Gas & Electric Fixtures	Photographer	Restaurants
Men's Clothing	Carpets and Rugs	Hardware
Ladies' Clothing	Florists	Housefurnishings
Auto Supplies	Furniture	Millinery
Auto Tires	Groceries	Sporting Goods
Cleaners and Dyers	Meats	Harness and Supplies
Laundry	Jewelers	Water Motor Washers
Coal	Opticians	Electric Washers
Shoe Repairing	Musical Instruments	Vacuum Cleaners
Confectioner	Drugs	

MUTUAL SAVING CLUB
39 West Orange Street
NEW LINES ADDED EVERY DAY. ASK US.
Commercial Printing House

The above is the latest scheme we have seen—it is a premium or discount scheme in somewhat different form. The "membership fee" costs ten dollars per year. Advertisements of all the merchants who become "members" are published in a book which is circulated among consumers at one dollar per copy. With the book goes a check or coin. Consumers are asked to concentrate their trade with the members, and the promoters claim that this usually gives a merchant twenty per cent. increase in his trade. It is understood that the promoters claim their scheme is operating successfully in Philadelphia, but we have seen no sign of it.

Are You Coming In on the Window Dressing Contest for $175?

Doubtless you saw the announcement of the Window Dressing Contest on **Lipton's Tea.** We asked all the dealers who would compete to write us to that effect on a postal. These postals are beginning to come in, and it looks like a good live event.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	**$75**
For the Second	**$50**
For the Third	**$25**
For the Fourth	**$15**
For the Fifth	**$10**

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa., April 16, 1915.

One of the longest and most complicated bills introduced at this session is "an act relating to the sale of goods." It has 78 sections and is a uniform bill intended to be passed by the different States, establishing a sort of standard of law governing the sale of all kinds of merchandise and defining the rights of buyer and seller in all such transactions. This bill has passed the Senate on second reading.

* * *

Much interest is manifested in who is behind the bill allowing the sale of chicory and coffee mixed. The bill went along in the House with a celerity which indicated that somebody was behind it. It came up for final passage in the House during the week, and after some discussion was killed by a vote of 34 ayes to 109 nays. The vote was reconsidered last Monday night and the bill will have another chance. I present below the discussion which immediately preceded the adverse vote:—

Mr. Milliron.—Mr. Speaker, it seems to me, after we have spent years in trying to get a pure food law into effect in this State, that we ought to be very cautious in passing this bill, as the bill provides the mixing of chicory with coffee. Now, if any of you have read this bill, you would come to the conclusion that it is all chicory and no coffee. I am not familiar as to who the Chicory Trust of this State is, but there is some motive back of this that we ought to be very careful about considering. After the demonstration we had here to-day on the subject of beverages, it is not in good keeping for us, as members of this House, on the same day to legalize another beverage called the chicory-coffee beverage. When you go into a hotel now and the waitress comes up and asks you whether you will have hot tea or cold tea, sweet milk or buttermilk, coffee or cocoa, it seems to me that ought to appease the appetite of any man. Are we going to add to the burden of the waitress by calling for chicory and coffee, chicory pure and coffee pure, half chicory and half coffee or half coffee and no chicory? Now, it says here that if you sell chicory in a hotel you must have a big placard up in the inside of the hotel—a big sign. Instead of saying that this is a hotel, it says we sell chicory and coffee here, too. I hope the members of this House will vote this bill down; it is ridiculous.

Mr. Adams.—Mr. Speaker, I would like to interrogate the gentlemen from Armstrong.

The Speaker.—Will the gentleman from Armstrong, Mr. Milliron, permit himself to be interrogated?

Mr. Milliron.—Mr. Speaker, yes sir.

Mr. Adams.—Mr. Speaker, I would like to ask the gentleman whether or not this beverage by any other name would taste the same?

Mr. Milliron.—Mr. Speaker, that is beyond my comprehension.

* * *

The commodities act of 1913 is to be amended, and the House has already passed the amendment on second reading. The changes made in the old law are as follows: A bushel of apples is made to consist of 50 pounds instead of 45; popcorn is omitted from the new act entirely (it weighs 56 pounds to the bushel in the present act), and potatoes are made to weigh 60 pounds to the bushel instead of 56.

* * *

The State Association's bill allowing 10 per cent. of debtors' wages to be attached, where the debt is for necessaries, which was killed by an unfavorable committee report last week, has been revived in somewhat different form. A new bill has been introduced in the Senate by Mr. Sensenich, with the following text:—

AN ACT

Authorizing the attachment of wages or salary on judgments obtained for necessaries, limiting the amount of exemption to be claimed and providing for the payment of costs.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That whenever a judgment is obtained in any court of record, or before an alderman, magistrate or justice of the peace upon a contract for furnishing the necessaries of life and the judgment debtor is a person engaged in public or private employment, the wages or the salary of such person shall be subject to attachment in the hands of the employer.

Sec. 2. When an attachment execution is issued upon such judgment, and wages or salary are attached in the hands of the employer, if the amount in the hands of the employer shall be less than the amount of exemption allowed the defendant by law, the judgment debtor shall be entitled in his claim for an exemption to a sum amounting to 90 per centum, and no more, of the money so attached. No deduction from the fund attached shall be permitted for costs, but said costs shall be paid by the attaching creditor.

Sec. 3. No attachment shall issue or be levied under this act unless and until the debtor has been given 30 days' previous notice by registered mail at his last known address of the intention to issue such writ, and shall have failed within said period of 30 days to adjust such judgment to the satisfaction of his creditor.

Sec. 4. The provisions of this act shall only apply to judgments secured upon contracts for the necessaries of life furnished after the passage of this act.

Sec. 5. All acts or parts of acts supplied herewith or inconsistent herewith are hereby repealed.

The same bill has been introduced in the House by Mr. Bungard, and an effort will be made to have it reported out of committee at once with a favorable recommendation. These bills are no longer called "garnishee" bills, because that term has proven offensive to some of the members, but "necessities" bills. All such legislation is being and will be bitterly opposed by those members which are connected with labor interests.

* * *

The bill to repeal the present cold storage food bill was finally reported to the House on Wednesday by a divided vote. The fight against it will be renewed in the House.

* * *

The House has passed the Walton trading stamp bill, which taxes trading stamp companies $1,000 and retailers who use the stamps $150. The vote was 146 to 17, and there was considerable discussion, a part of which is reproduced below:

Mr. Palmer.—Mr. Speaker and gentlemen of the House, before this House passes this bill, they should go carefully and think what they are about to do. There seems to be no reason to put a tax upon the trading stamp firm, unless it be for the benefit of the shopkeepers of Pennsylvania, wholly disregarding the premium which the purchaser gets when she goes to the store. In each one of these places where a trading stamp firm has been established, they are employing four to five persons, and by this act you are going to put out of work these people. Now this may mean a revenue to the State of Pennsylvania, but if the sponsor of this bill has in mind the collection of revenue for the State of Pennsylvania, he starts too large in his amounts, because a thousand dollars means prohibition, and consequently the going out of the trading stamp business. Now, we are not here as the guardians of the people, we are not here to say whether they shall purchase these things and shall not purchase more than is necessary to get a premium. That is up to the people of Pennsylvania and not for us to decide. For I say that the trading stamp firms pay their mercantile license the same as anybody else. They say that they take all the wealth out of Pennsylvania and put none of it back. Why, there is nothing to prevent the citizens of Pennsylvania to establish the same thing, and further, gentlemen, will you let your earnestness for the welfare of labor extend only to Pennsylvania? If these chairs and these desks are manufactured outside have some consideration for them, because you are not doing the workingmen of Pennsylvania any good. We have many of these little stores. Now, I am not excited about this affair, but I do not think it is proper. There have been many things passed for the benefit of the shopkeeper. I am not against the shopkeeper. They do not have to sell their stamps if they don't want to—it is a matter of option. Some of the greatest things in history have been passed for the benefit of the shopkeepers. The burning of Mary Burns was done for the benefit of the shopkeepers of Ludgate. Now, we are not going to burn any one, but we are going to put a lot of people out of business, and I only want to make my declaration on this floor before that thing happens.

Mr. Spangler.—Mr. Speaker and gentlemen of the House, I wish to say that a great many of my constituents, and most of them small merchants, have vigorously assailed the trading stamp proposition. It has reached such proportions of late that it has become a burden upon the small merchant who is unable to check it, and he, to a great extent, must bear the burden in order that the men who are at the head of this business may fill their coffers to repletion. In Winchester, Va., there is one man who has made millions upon millions out of this trading stamp business, and where has it come from? It has come out of the pockets of the people and out of the small merchants of Pennsylvania and of other States. As I understand, these men now do a great business in Pennsylvania, and practically pay no license. If they do the business that we all know they do do in the State of Pennsylvania, why should not they be compelled to pay a heavy license of the business they do, as other businesses have to do for the business that they do? As I have already remarked, if the small merchant should be relieved of this burden, if it were a matter of volition, there would be no purpose in placing a high license upon this business, but as I have already stated, this business has simply taken a stranglehold upon the small merchant and has practically compelled him to accept a proposition that he does not want. And what does it mean? We all know what a struggle the small merchant has at present to get along. Why should we saddle upon him additional burdens? I say to you, gentlemen of the House, that this is a fair proposition, both from the standpoint of the manufacturer and in so far as the small merchant of Pennsylvania is concerned, in behalf of whom this proposition should be considered by the Legislature of this great State.

Mr. Palmer.—Mr. Speaker, if we go along the line of the gentleman from York's argument, Mr. Spangler, then this Asembly should pass a bill providing that a manufacturer shall sell all his goods at the same price, whether a man buys in carloads or whether he buys in fives. That is precisely the same argument for the benefit of the small storekeeper of Pennsylvania. There is nother thing in this. In the large communities the trading stamp firms will be able to stand this propositon because they have a wider field. They will be able to stand this $1,000 tax, but in small communities, communities which are not particularly large, such as I reside in, we are going to be cut out by this bill. Now, I ask you to consider it fairly and then render your judgment.

Mr. Walton.—Mr. Speaker and gentlemen of the House, I feel sorry indeed that my friend from

chuylkill feels called upon to op-
ose this bill, but knowing as I
o, that he has a particular friend
terested in the trading stamp busi-
ess, I am not surprised at his op-
osition. I want to say to the mem-
ers of the House, that I am not
he author of this bill, but that I
ave presented it at the instance of
he Retail Merchants' Association
f Pennsylvania—an association
omprised of 10,000 members.
When the gentleman from Schuyl-
ill talks about imposing a hardship
pon the small dealer, it seems to
e that he has not read the bill
roperly. To begin with, the bill
rovides that a trading stamp con-
ern shall, to do business in a coun-
y, go to the county treasurer of
hat particular county and pay a li-
ense of $1,000. That license is paid
y the wholesale stamp concern
iving them a license to sell stamps
o retail merchants. We do not ask
hat the retail merchant pay $1,000.
We come to that later. In another
ection it provides that the mer-
hant who produces or develops his
wn stamps, such as the United
Cigar Stores Companies and as
large concerns are doing, shall be
considered as manufacturing, and
they, too, shall pay $1,000 for each
place of business. When it comes
to the retail merchant, he is asked
to pay $150. That will show you
that Mr. Palmer's position is en-
tirely wrong. He says that it will
practically prohibit the stamp busi-
ness in many counties of the State.
I will say to the members of this
House candidly, that that is just
what we want. As a merchant, I
can truthfully say, as one who has
handled trading stamps, not because
of his own desire, but because of
coercion and because of sharp com-
petition, and as representing an as-
sociation of 10,000 people, I ask the
members of this House to pass the
bill in order that the small merchant
may be relieved of this burden. Do
you ask why he handles the
stamps? I will tell you. Among
merchants, as among other men,
you always find a weak brother;
an agent comes along and offers
him a proposition. He says I will
sell you this stamp and I will give
you the exclusive right to it. I
will not sell to your neighbor.
This gives that retail grocer get-
ting the stamp an unfair advan-
tage. His neighbor must scout
around to find another trading
stamp concern in order that he can
get a stamp and save his business.
He is compelled to do this because
of the fact of sharp competition.
I hope that the members of this
House will vote for the passage of
this bill.

The bill now goes to the Senate, where it is not expected to meet the same fate, according to what I hear among the members. The bill contains a provision taxing retail concerns $1,000 if they have their own trading stamps made for them. This means $1,000 tax on every United Cigar Store. R. O. M.

Western Grocer's Novel Cash Discount Plan.

A Nebraska grocer who makes a specialty of butter, eggs and cheese, uses a discount plan which has been the means of increasing business and changing a good many customers over from credit purchases to cash. In some prominent place in the store he has a large cardboard sign which reads as follows:—

DISCOUNT SCHEDULE.

On and After January 1, 1915.
For Cash Customers Only.

Purchase.	Discount.
$0.25 or more	1 cent
.50 or more	2 cents
.75 or more	3 cents
1.00 or more	4 cents
1.25 or more	5 cents
1.50 or more	6 cents
1.75 or more	7 cents
2.00 or more	8 cents

This plan has been in operation in this store for a considerable time and the cost of the operation has never exceeded 3 per cent. Cash discount coupons are used in connection with this plan, one coupon being given for every cent of discount. A customer who buys 75, 85 or 95 cents' worth of goods gets three of these coupons. A good many women collect these coupons and present them after they have collected a large number. Naturally they can be redeemed at any time. A customer, of course, gets only one coupon whether he buys 25 cents' worth of goods or 49 cents' worth, and this same principle holds good on any amounts between the figures given. The coupons are about the size of a street car ticket.

Martindale

For the tea dealers of the sunny Southland we offer a few thousand canisters of Peek Bros. & Winch's "Magnum" "Gunpowder Blend" packed in half-pound canisters—100 tins to a case of 50 lbs. 28c. lb.—$14.00 a case.

This is really a fine tea put up in artistic style and a bargain at the price.

WRITE OR WIRE

Established 1869

Thomas Martindale & Co.
PHILADELPHIA

Cable: "Martindale"

Full face, not quite life size

Side face, not quite life size

Here's the Biggest Bargain I Ever Saw

¶ We aren't ordinarily in the merchandise business here, but a watch chance has happened to come our way, and it's so splendiferously good that I proposed it be passed on to you.

¶ A *good* open-faced gold-filled watch, thin model, clean built, thoroughbred, made by the famous Knickerbocker Watch Company, of New York, one of the big watch people of the United States.

¶ I get more enthusiastic about this watch ever time I look at it. It's one of the classiest-looking timepieces I ever saw. One of our staff here has been carrying one for four years and it's been taken several times for a $100 watch. You can't tell the difference at all.

¶ Now understand, it won't keep time quite as well as a $150 chronometer, but it *will* keep time well enough for all your purposes or mine.

¶ The manufacturer's guarantee is one of the biggest things about it:—

¶ The movement, a seven-jewel, adjusted, lever movement, is *guaranteed for five years,* not for one year like other watches.

¶ The case is made by the well-known Illinois Watch Company, and is extra heavy, dust and moisture proof. It's *guaranteed for ten years.* Dials either plain white or gold.

¶ We can sell you one of these watches for **Six Dollars,** but you must send the money with your order and also send ten cents for postage. We can't trust anybody on this deal—for it isn't a money-making scheme—we're doing it simply to pass along a good thing to you.

¶ If you don't like the watch after you see it, send it back and we'll return your money. You never had a chance like this before in your life. Address

JIMMY MANDER Special Stunt Man of the "Modern Merchant and Grocery World"
927 ARCH STREET : PHILADELPHIA, PA.

WITH THE EDITOR

Human Weakness About Premiums.

There is a brief item in another column describing a cash discount scheme in use by a Nebraska grocer, who gives 4 per cent. cash discount on all cash sales. The discount is not immediately paid in cash, but in coupons, which are redeemable at any time in cash. The scheme is said to be a great success, its operation costing the merchant not over 3 per cent.

Students of psychology seem to agree as to this principle—that of two merchants, one selling an article at 9 cents flat, and the other selling it at 10 cents and refunding the extra cent in the form of a discount or premium, the latter will always sell more than the former, despite the fact that the consumer gets precisely the same in both transactions. Particularly is this true when the customers are women. Women cannot seem to understand that a merchant who gives 4 cents back on a dollar purchase could afford to sell at 96 cents flat if he didn't give the 4 cents back. They would rather be charged the dollar and be graciously handed back the 4 cents, because it looks anyway as if they were getting something free. Mutual insurance companies do the same thing. There are no bigger frauds, in a sense, than some of the mutual insurance companies. The "dividends" which they so loudly talk about are merely refunds of overcharges—they charge an excessive premium and hand the excess back as "dividends." Their success, which is derived more from the dividend feature than from anything else, shows that women aren't the only people to be caught by the scheme.

But it is not for the retailer to quarrel with this human weakness. Let him give his customer what he wants. If the customer would feel still better to be overcharged *ten cents* on the dollar and handed it back as a dividend, discount or premium, all right, he should be accommodated. But the merchant should be very sure of one thing—that no more is given back than is withheld for the purpose.

New Jersey Gets a Garnishee Law.

The State of New Jersey now has a garnishee law. Governor Fielder last Monday signed a measure allowing grocers and other dealers in necessaries to attach 10 per cent. of debtors' wages, and doubtless the law will cause a real revolution in the situation of the New Jersey grocers, who like those in Pennsylvania, have been compelled to see themselves smilingly defied by hundreds of high-salaried dead beats who without a garnishee law can not be reached in a thousand years.

In Pennsylvania two Legislatures have passed garnishee laws, and two Governors have vetoed them. The present Legislature has once refused to pass such a law, but another bill has been introduced, and it may possibly pass, although we doubt it. Organized labor is responsible for the continued defeat of the movement in Pennsylvania. The labor unions believe, apparently, in protecting not only inefficiency but dishonesty, for hundreds of their members, in good a even high standing in their unio owe for the very food that has k them alive. And they could pay f it, too, but will not because all th have is their salaries, which cann now be reached. Whenever t subject arises the labor people p up a touching talk about the po laboring man and what oppressi it would be if the merchant shou try to make him pay for his gr ceries. Especially when all h money had gone for beer and mo ing pictures! The labor unions a not really trying to protect the po victims of misfortune—which merchant would persecute with garnishee law, anyway. They a trying to preserve the freedo which the substantial-salaried labo ing man now has, to pay his gr cery bills or not pay them, ju as he likes. They do not want th thief interfered with, in short.

It is outrageous that the Penn sylvania Legislature will listen t such pleas. But it will, and ver likely the new bill will be killed, lik the old, at their behest.

The Foolishness of Cheap Printing

About the poorest and falsest economy that a business man can commit is cheap printing.

Printing differs as much as clothes, as much as pictures, as much as anything with different qualities and grades. Nothing can be more certain than the bad effect which poor cheap work has on the average person, unless it is the good effect which good, high grade work has. I am referring both to printed advertising matter and printed business stationery.

One day last week a friend of mine had occasion to examine into the subject of cremation for a member of a society to which he belonged. He obtained a copy of a booklet issued by one of the local crematories—the one, in fact, which he knew something about and was already more than half inclined to employ.

He brought the booklet to me and asked me if I had ever seen a cheaper, poorer piece of printing. Cremating is a scientific high grade, dignified profession calling, as a matter of good taste, for the finest paper, the plainest and most artistic printing. This crematory had evidently given its work to some small and badly equipped alley printer, for the thing was a wretched, inferior botch. Everything about it spoke loudly of incompetent workmanship, which doubtless meant cheap workmanship.

"But their crematory work may be all right," I said.

"I don't know," he said, "assuredly I shall not try it. I'd be afraid the concern would be as sloppy and careless about one thing as it is about another."

Cremation is in a class by itself, but the principle of all business printing is the same. The average woman, who knows nothing about printing and who would not admit that she was influenced more by one kind than by another, *is* influenced, all the same, by a clean-cut artistic letter head or a good-looking bill head. She is influenced just as much by it as she is by goo clothes on the salesman who come to take her order. Equally sh might deny being repelled by chea and sloppy printing, but her denia would not be conclusive to anybod who knows human nature. Such things create an atmosphere of car and thrift, or of neglect and shift lessness, as the case may be, and the people that come in contact with that atmosphere breathe it in and are affected by it whether they know it or not.

Figured by the year, the very best printing costs so little more than poor or indifferent work that whether it pays to have it is not debatable. E. J. B.

The Cost of Food Products in France, One of the War Countries.

While the latter part of the year 1914 did not witness any exceptional increase in the cost of living in France, the beginning of the present year brought about sudden and large increases in the price of several of the necessities of life. So startling have been some of the increases that it became necessary for the local authorities to take action in the matter, and a committee has been appointed to determine the causes for this increase and to take steps to remedy this condition of affairs. Ordinary kitchen coal retails at $13 to $15 per metric ton (2,204.6 pounds); bread, 5½ cents per pound; meat, 25 to 30 cents per pound; coffee, 45 to 60 cents per pound; sugar, 12 cents per pound, and eggs, 36 to 48 cents per dozen. There are increases in the prices of all lines of foodstuffs, amounting in many cases to more than 30 per cent., and there is no doubt that this increase will continue during the year 1915.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Errand Boys.—About one errand boy fifty who is employed in a grocery ore shows sufficient aptitude to warnt constant painstaking training.

If you have such a boy in your harge, directly or indirectly, it becomes our duty to start him right.

We'll tell you about our "German mmy," whom we found "apt," with the ope that the telling of it may aid you omewhat in bringing out the best that in your best boys.

***

Jimmy was a hustler from the start, nd after a month's service it was evient that it was not the case of a "new room sweeps clean." He was called a from the nearby single basket delivry route and given charge of the ceeal stock. It took many days to imress him with the importance of shelf neatness. He couldn't understand just what difference it made, anyway, if Quaker Oats stuck out an inch or two over the shelf and Puffed Wheat appeared just as far from the outside of the shelf. In time he got things right, so the habit was fixed.

Then he was given the bags and paper to take care of. Told to cut the strings, loosen them up, place them in the numbered sections corresponding to the size of the bag.

This didn't come any too easy, either, for what difference did it make when a few 5s were left over if they were put in with the 7s?

But no one was allowed to right Jimmy's wrongs. He had to do it himself. This was *the important part of his training.*

***

Then he was allowed to put up orders. He evidently could get along pretty well with this work, were it not for the mystery of modern writing and Greek abbreviations. This, too, he mastered in time, thus gaining a few points over some of us men, who, in exasperation, have to send the order to the writer to be "Englished."

He was carefully taught the right size bag to use and the importance of twine economy. In the meantime, Jimmy's pay had been raised, and to show his appreciation of this he bought another store coat for $1.75, so he didn't have to give the shipper the borrow any more while his own was in the wash.

***

Lo and behold, one day the manager told him that at lunch hour he was to take the place of one of the salesmen on the vegetable department and sell goods. Here he was shown how to handle things, how to wrap them for street carrying and how to address the people.

The other day the manager said to the chief, "There is one of our coming branch managers," and it was no idle remark, either, because he is certainly on the cards for a store.

***

Now, then, the point is this—when Jimmy comes along, whether he's a German Jimmy or an Irish Jimmy or a neutral Jimmy, for his sake do not allow him to get the indifferent start as far as little things are concerned. Your conscientious teaching may be the making of him. Don't say "He's only a kid and don't know better," and let it go at that. Just remember he is in school in your store, and it's your moral right to assume the responsibility of teacher.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

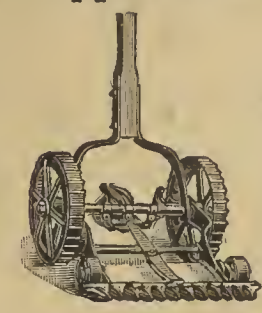
Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

Clipper Lawn Mower



The Mower that will kill all the weeds in your lawn. If you keep all the weeds cut so they do not go to seed, and cut your grass without breaking the small feeders of roots, the grass becomes thick and weeds disappear.

THE CLIPPER WILL DO IT.

Dealers Spot Cash Prices

No. 1.	12-inch	$ 4.50
No. 2.	15-inch	5.00
No. 3.	18-inch	5.50
No. 4.	21-inch	6.00
Pony Mower,	24-inch	13.50

The Dixon Lawn Mower

12-in. $4.50 14-in. $5.00 16-in. $5.50
18-in. $6.00 20-in. $6.50

Patent Thrust, Ball Bearing, Guaranteed in Every Way and Dust Proof. Both the upper and lower knives are crucible steel. Wheels are 10 in. high and the gear is on the inside rim of the wheels, giving great power and speed. The real knife is 6½ in. in diameter, has four blades. The lower hed knife is crucible lip steel fastened to floating knife bed. This hed knife har rests on tie rod that holds the hack ends of the mower rigidly together.

CLIPPER LAWN MOWER CO.
DIXON, ILLINOIS

25

Large advertising creates confidence. It wasn't so much so ten years ago, but it is to-day. The consumer seeing a brand of gelatine advertised in the best magazines month after month will inevitably come to believe that that brand is all right, otherwise the manufacturer *couldn't afford* to so advertise it.

The retailer who has that brand on his shelves gets the benefit of that confidence, in that selling it needs no salesmanship and no perspiration.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

Written for the "Modern Merchant and Grocery World."

Here's a Good Scheme to Let Alone

Another Experience With the Punch Card Scheme of the "Aluminum Advertising Company," of Maywood, Ill., Mentioned Last Week. Western Pennsylvania Retailer Gave Up Check for Fifty-three Dollars Which He Stopped Payment on But Later Had to Pay.

I wish to give your readers some more information regarding the scheme of the Aluminum Advertising Co. of Maywood, Ill., in addition to what you published in your paper of April the 12th.

I also signed up a contract with them on November 15, 1914, but it was far from being a success with me. On November 14, 1914, one of the Aluminum Advertising Co.'s salesman signing his name as Al. Boasbey came into my store and asked me if I would pay a man or a firm $2 in cash if he or they would go out around my neighborhood and bring in my store $40 cash business. I looked at the man and asked him if he was trying to joke with me, and he said again, "Will you pay me $2 in cash for each $40 worth of cash customers I bring in your store?" I said I would. His scheme was the punch card idea that you published an article about last week. He said that I was under no obligations whatever until the customer had traded out $40 worth in cash, and then I was to collect 48 cents from the customer for expressage, packing, etc., and let her make a selection of one of the aluminum cooking utensils of the list which they would furnish. I would have to pay them $2 cash for each piece of aluminum ware sent out. Furthermore, they would supply me with samples of aluminum ware free to display in my store windows to show the people what their aluminum ware was like; also that they had a crew of canvassers which would canvass from house to house and get the people started on the punch card scheme. He also gave me exclusive control of three boroughs to work in.

The salesman filled out a contract for 75 packages of aluminum ware at $2 each. Under this agreement orders for cooking utensils taken by their canvassers was also an agreement to trade at the store of the undersigned merchant to the amount of $40 each.

The salesman signed the contract and I signed below his name.

The salesman had a newspaper clipping which he said he got out of a Pittsburg paper stating that Kaufman's Bros. and C. D. Kenny Co., of Pittsburg, had been doing business with the Aluminum Advertising Co. about eight months before under a scheme like this with great success, also a few other well known houses of this city. The salesman wanted me to call up any of these parties and learn the facts about the way they were doing business. I know the manager of C. D. Kenny & Co.'s Pittsburg stores personally and I met him some time later and asked him about the firm. He stated that he had never heard about them before and that their stores never dealt in aluminum ware.

About three days after the salesman got this contract signed by me, another man from this firm called at my store and told me he had his crew working for me from house to house, and said he was getting orders quite freely in my neighborhood. After this crew manager left my store and about a week later two cases of aluminum ware were shipped to me. I thought it contained those frec samples which their salesman had offered. There was no invoices sent to me or any instructions what to do with these cases of aluminum ware, so I decided not to open them and let them sit unopened. Almost another month passed by before I heard any more about this ware, neither did any customers come into my store and inquire about this card scheme.

But on December 16, 1914, a man by the name of J. T. Howell came into my storc. Mr. Howell was the third party and was the collector. He laid down an invoice to me for $153 which I owed them for thosc two cases of aluminum ware. Another aluminum ware salesman was at my store that same day, by the way, and he said after he saw the size of the cases of aluminum ware that it was impossible to pack over $25 worth of aluminum ware in those two cases.

At this point I got wise but Mr. Howell already had my check for $53 and was gone. I consulted my attorney about it and he advised me to stop the payment of the check and he also wrotc to the Aluminum Advertising Co. about the fraud, but he never received any answer. Mr. Howell transferred the check to a second party by the name of H. H. Mansfield and sent in a draft to the Aluminum Advertising Co. for $53 before the check was payablc. When the check became payable Mr. Mansfield went to get it cashed but payment was stopped by me. On February 11, 1915, Mr. Mansfield started suit against me for the $53 and got judgment against me—this I had to pay, as he was an innocent third party and did not seem to know why the check had been stopped.

Mr. Howell presented to me a lctter which I hold in my possession as follows:—

> Dear Sir:—Upon completion of canvass made for you, kindly pay amount of invoice as per your contract to our Mr. J. T. Howell, who is hereby authorized by our firm to receive money and receipt for same.
>
> (Signed by) ALUM. ADV. CO.
> F. A. Peterson, Secretary.

When I asked Mr. Howell for m orders which the canvassing cre had taken for me he showed m eighty some orders which he sai their crew had taken. I looked ove them and managed to kecp a fe out. When I investigated the they were frauds—the people ha never ordered or promised to trad out the $40 merchandise for a pack age of aluminum ware.

I shipped the two cases back, o the advice of my attorney before knew I was to be sued for the $5 check.

What is your opinion on my case Do you think I can recover my $ which I paid, or can the Aluminu Advertising Co. compel me to pa the other balance of $100 after the did not live up to their contract?

F. H. REED.

Knoxville, Pa., April 12, 1915.

It is impossible to tell what th rights of the parties are here with out seeing the contract. On th surface it looks as if the scheme wa a good one to let alone. It is rea sonably certain that the aluminu concern will not bother you further as they have your $53 and the alum inum ware too. Suing them woul be a difficult business for you woul have to go clear to Maywood, Ill.—ED.

Incorporating Your Business and Selling Stock to Townspeople

A Pennsylvania Subscriber Raises the Question and Want to Know If It Is Practicable. The Plan Discussed an Its Strength and Weakness Pointed Out.

The following letter, received from a Pennsylvania subscriber whose name is withheld, brings up an interesting possibility for any local retailer:—

> ———, April 8, 1915.
>
> To the Editor.
>
> Dear Sir:—What is your opinion of a country merchant forming a stock company and disposing of his stock to residents of the community?
>
> To illustrate, say, the stock is worth $5,000, which is divided among 100 stockholders at $50 per share, and this forming a company store. Can such a plan be carried out successfully? If possible, I would try it in order to branch out for more trade and extend my business. What suggestions could you offer along this line, and can you tell me how the plan is carried out in England and some of our Western States? The competition has become very keen in my locality and I find some new method of arousing public interest must be found, and I want to be on the safe side.
>
> Yours truly, W.

This inquirer has been written t direct about his plan, and told tha in this paper's judgment there is n reason why it should not be carrie out. Naturally the sale of the stoc would depend largely upon th store's position in the community If it were old-established, solid substantial and apparently profit able, it ought not to be difficult t sell stock to some of the loca people, particularly if the share had a small par, like $10. Natu rally the former owner of the stor would continue to hold control.

Such a plan should induce ne business, if stock were sold t people not already customers Naturally if only customers wer approached to buy stock, the busi ness would remain unchanged while the former owner instead o

F. A. Ferris & Company

262, 264, 266, 268, 270 and 272 Mott St., New York

A DEPARTURE IN ADVERTISING

OUR APRIL LETTER

To Progressive, Experienced, Well-Principled Grocers

We have in mind the Brainy Merchant in every well organized DISTRIBUTING BUSINESS. May we have the favor of five minutes with YOU? THANKS!

Did you have time to read our Word to you in the American Grocer of February 3d? We were speaking of the "Bargain Counter" and "Cut Price" craze, which started blazing its way across the country ten years ago. Does your judgment as to the ultimate value of that style of Merchandising for the better grade of Merchants agree with ours?

That sensational method of Merchandising aimed chiefly at VOLUME OF BUSINESS, but that could not be gained generally except at the expense of PROFIT. We begin to realize the aftermath now by notices of "Chains of Stores" going into the hands of Receivers or Department Stores being in Bankruptcy. This does not apply to all "Chains" or to all "Departments," but the best of them had to suffer from the ill-doing of the worst. Was not the principle wrong which substituted as an inducement to the Buyer LOW PRICE instead of REAL WORTH; which depended on SENSATIONALISM in the selling rather than SATISFACTION in the Home?

We have been noticing with interest a new competition crowding on the Retail Grocers' Field. "From the Producer to the Consumer" is somehow a taking phrase. If the Producer furnishes better Goods to the Consumer than he is now getting, the system will succeed, but if it is simply "a cheap and nasty" scheme it will fail. Our sympathies are first of all with the Grocer, who is on the ground six days in the week and long hours every day; he gives unfailing good service to his regulars and he is worth all he costs them. The World cannot get along without the Middleman if he makes himself worth while. Do you think so?

We became interested last Fall in this new class of Advertising in our Daily and Weekly Papers of the better class and in Family Magazines. Our Senior has been playing with these "Producer to Consumer" Exhibits for his own education; he wished to see how they panned out and what element of permanence this individual distribution of Produce could secure. Also whether the scheme was serious enough to command the attention and affect the future interests of the Retail Grocers, big and little. Of course, the Parcel Post and reduced Express Charges are all on the side of the "Producer to Consumer" Scheme, but the proof of the pudding is in the eating, and our Senior has taken a flyer with several of these. For instance:—

No. 1.—A Michigan Cheese Maker "delivered promptly at your door." No more, if you please. Our Senior's Family will buy Cheese nearer home as they want it and thus be sure of having just what suits, as to flavor, etc.

Experiment No. 1.—"A FAILURE."

No. 2.—A Packer of selected and fancy Pecan Nuts offered something very choice in four pound boxes. These ran of a better grade than frequently offered in the average store, but not fine enough to give any special satisfaction.

Experiment No. 2.—"A FAILURE."

No. 3.—For One Dollar "a box of assorted Raisins for eating, cooking, etc., delivered at your door." They were well packed in an attractive box and contents of fair Quality for Raisins. One pound of such at a time from the Retail Grocer's Store would have passed without complaint, but this Family have not been educated as generous eaters of Raisins; long before the box was finished the contents became dry and hard and the Family lost interest in the "Producer to Consumer" Raisin package.

Experiment No. 3.—"A MILD FAILURE."

No. 4.—Boxes of Oranges and Grapefruit direct from the Orange Grove. Our Senior has for several years been supplied with extra fine Grapefruit in this way. The grove is well managed, shipments prompt and bear the evidence of great care.

Experiment No. 4.—"VERY SATISFACTORY!"

No. 5.—An Amateur Orange Grower sent by Express a sample box of this fruit. Hardly "ordinary" in size or flavor. The Family could not afford to be punished by eating such Fruit, they would prefer to eat less, if necessary, of the finest Quality, or go without. Of course, Fruit growers have been through a Winter of distress; the disruption of Foreign demand destroyed the Export Flow and War Conditions, with the constant loss of employment by untold thousands of operatives in all our manufacturing centers have demoralized the Home Consumption; hence all Markets have been flooded with Fruit, much of it of very fine quality, selling at heart-breaking prices. We saw four apples, weighing six or seven ounces each, retailing from a Huckster's wagon at Bowling Green, for Ten Cents. A friendly housekeeper reported with glee that she had bought at her Fruiterer's twelve fine Grapefruit for Twenty-five Cents. These are abnormal times and conditions, and, of course, they have made for all Fruit growers the season of 1914-1915 a Heart-breaker.

Experiment No. 5.—"UTTER FAILURE!"

No. 6.—The B. Fruit Company of F., California, advertised nine-pound cartons of Selected Budded English Walnuts, at $2.65, delivered at our Senior's door. There have been rafts of poor Nuts of all kinds sold through the last several years; the accumulation of seasons carried over in cold storage have intensified quantity and depreciated the quality. But the "Student of New Conditions" took this party at his word and ordered five cartons forward. Here was joy indeed, the family broke the first box with exclamations of delight, they were uniform from top to bottom and each shell so clean as to suggest it had been scoured. During three months our Senior in all his "crackings" only came upon one withered kernel and not upon one sour or bitter meat. He has taken great delight at the Holiday Times in putting on the table of his personal friends some bit of a Delicacy not commonly at their command. On the strength of this sample he ordered continuing shipments until more than seventy cartons had been distributed in as many Homes. Never has any Gift of this sort evoked so much praise. "Never tasted anything like them!" "Most delicious!" "My family are at them all the time!" "How can they be so uniformly delectable?" "Where can we get them?" Several times as he has met his friends, even at Religious Services, they have whispered some praise of that Gift of English Walnuts so surpassing a treat.

Experiment No. 6.—"A BOOMING SUCCESS!"

This Fruit Company is ready to market their Goods through first-class Retailers, giving them a chance to offer their patrons so attractive a bait and at a reasonable price, after paying the Grocer a generous profit for his enterprise and "philanthopy." We shall be glad to put you on the track if you are looking for this sort of thing.

We ask our Grocer Friends whether they do not now need to sit up and listen. Does such a story as this impress upon them that the only way to command the best Trade, the highest Reputation and most generous Profit with a Trade that stands by you through thick and thin, is to offer them in every line some Specialty of Superb Quality like the California Budded English Walnuts furnished our Senior by the B. Fruit Company of F., California? It is an old story and we believe the finest Quality is coming back to its own. You can see what bearing this has on the Ferris Delicious Trade Mark Hams and Boneless Bacon, but if you wish to talk "Nuts" to us, write us a line and we will post you.

If you like, perhaps in our next we will talk to you about Cranberries. We struck a prize there also. And how do you like our Monthly News Letter?

Very sincerely your friends,

F. A. FERRIS & COMPANY.

getting all the profit, would get only part. It is the general experience that stockholders in an enterprise will usually do what they can to help it along, and if a merchant could sell his stock to twenty-five people who were not customers, he could reasonably expect most of those twenty-five to buy goods of him.

Merchants who incorporate their business and sell stock to outsiders almost always have themselves elected manager at a fixed salary, so that even if there are no profits, they will be compensated for their work.

A chance any merchant takes when he sells his stock to local people is that of trouble among dissatisfied stockholders. A disgruntled stockholder with one share, complaining of management or dividends, can stir up an enormous amount of trouble.

In England, and practically everywhere else where co-operative enterprises are operated among consumers, stockholders pay regular market prices for their goods and get the profits handed back in the form of periodical dividends.

Kup Kwality Koffee in Steel Drums.

Have you ever considered just how you can tie your trade to you by selling them coffee that pleases? Ask one of your friends, one that you can talk freely to, and see what he tells you about his cup of coffee. Maybe you are a little particular about the kind you drink, if you are you can answer the question yourself—then you will realize why Wm. B. Harris Co., of New York City, set so much store on Kup Kwality. There is nothing so appealing as a cup of good coffee, and by the same token there is nothing that so attracts and holds trade. Wm. B. Harris Co. specialize in good coffees and in 50-pound lots are shipping in steel drums so as to safeguard them in every way. Nothing so cleanly as this. Incidentally, the drums are of value when empty.—Advt.

The New York Letter

Department Stores Debate Premium Coupons. Department Stores in Hard Times. Book Dealers Want Limited Prices. Bill Penalizing Assignment of Book Accounts. Various Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, April 16, 1915.

Considerable discussion has been elicited among the trade during the week by an argument between Marshall Field & Co. and R. H. Macy & Co., both department store people, the former in Chicago and the latter here, as to the sale of merchandise containing premium coupons. The discussion has been participated in by various other persons who have an interest in the premium business. Marshall Field & Co. started the ball rolling by issuing a notice discontinuing premium coupons not only in their retail, but in their wholesale business. They also recommended that other retailers do the same thing.

* * *

The department stores in this city are not making out very well at present. Simpson, Crawford & Co. have gone into liquidation and are selling out their stock daily and will retire from business. The J. B. Greenhut Co., an original Siegel-Cooper concern, which had two department stores here, went into the hands of a receiver during the week. Immediately following this an involuntary petition in bankruptcy was filed against it. The company claims to be solvent, but its finances are tied up. The assets are supposed to be about $6,000,000 and its liabilities about $12,000,000.

* * *

No line of retail business is more subject to price cutting than books, and the American Booksellers' Association has prepared a petition to Congress asking for legislation similar to the Stevens Bill, which would permit the manufacturer to fix the resale prices. The petition, which has been filed, sets forth that the Governments of other countries have recognized the importance of the book trade by protective legislation, and that the United States Government should do likewise.

It is stated that the book trade has been seriously hampered by predatory price cutting, with the result that the number of booksellers throughout the country has been very much lessened by reason of many of them not being able to stand the pace.

* * *

On Friday in this city, the second convention of the National Food Trade Conference was held at the Biltmore Hotel, opening at 10 o'clock and continuing all day. The sessions were held so late in the week that it was impossible to get any adequate report of the meeting for this issue. Many of the addresses were on State food laws, principally as to plans for making them uniform, and also on general food regulation. The subject of women's organizations in their relations to the food problem was also discussed. Many of the subjects discussed were the same that are being continually discussed and never settled.

* * *

According to a statement made during the week by Louis Meyer, New York agent of the North Sea Mackerel Fishermen's Union, the Norway mackerel combine, there is no immediate probability of any material decline in the prices of Norway mackerel of the 1914 autumn catch. In fact, Mr. Meyer predicts an advance of at least 75 cents per barrel within a week or two. This because much of the spot stock will have to be in storage shortly and the expense of carrying this for the first month is 75 cents per barrel.

* * *

It is the understanding as this letter is being sent off that the Governor will veto the Cannery Labor Bill, which legalizes the employment of women fo period of 72 hours a week, but not m than 14 hours in any one day dur the canning season, between June November. All the labor interests against the bill.

* * *

A bill has been introduced in the N York Legislature, known as the Hor Bill, making it a misdemeanor for business man to secretly assign his bo accounts as security for a loan. T bill provides that where a man tra fers his accounts at any time he m register information to that effect the office of the County Clerk and t transfers shall not be made at all wit 60 days of bankruptcy or assignme unless written notice is given to at le 50 per cent. of the creditors. The M chants' Association is working for t passage of this bill, although it says

Mr. Up-to-dat

You should always carr stock of

MAPLEIN

The last word in flavo

ORDER FROM
WILLIAMS & ROO
19 South Front Stree
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. C
SEATTLE, WASH.

Forty Years Ahead of Time

Long before the demand for the dust and germ-proof package began

Fleischmann's Yeast

was supplied to the grocer in pure tin-foil wrappers.

This same spirit of forehandedness has kept **FLEISCHMANN'S YEAST** to the forefront since its introduction.

Buy the Best "PHILADELPHIA Lawn Mower"

THE STANDARD OF THE WORLD

All Knives Vanadium Steel

Style "A." All Steel

Twenty-one Styles Hand Mowers — Six Styles Horse Mowers

ALL HIGH-GRADE

Don't purchase Mowers until you see our line

The Philadelphia Lawn Mower Co., *MAKERS OF High-grade Mowers,* **Philadelphia, Pa., U. S. A.**

A New Square Deal Business-Bringing Advertising Campaign

A Positive Business Builder Without Objectionable Features

AN IMPORTANT ANNOUNCEMENT

We originated and popularized the old-style Piano Contest plan of increasing the retail merchant's business. It was a great success, as thousands of merchants throughout the country have testified.

We now announce an Advertising Campaign that is bigger and better than any yet devised, and we have so perfected our System that we are now ready to sell it under a POSITIVE GUARANTEE to increase the merchant's business or not COST HIM A PENNY.

Merchants buy our Advertising Campaign because it is reliable and because we give them a square deal. We never ask a customer to settle until he has received the goods with advertising service.

Some Things Other Merchants Have Accomplished With Our Advertising Campaign

They have doubled their cash business: "We doubled our cash business."—Kimball Merc. Co. "Our Advertising Campaign closed Saturday night with the largest cash receipts in our business career (seventeen years)."—J. J. Geltz.

They have moved surplus goods, odds and ends, etc., and converted them into cash without discount: "We recommend the plan to any merchant wanting to clean up stock and turn it into money at regular prices."—Moser and Snyder.

They have overcome the effects of hard times and dull seasons: "It also made 1914 the banner year, showing a 25% increase, while most of the merchants in this section complained of a decided falling off in trade."—Paul P. Platz.

They have quickly pulled in the cash with which to pay bills, take discounts and buy more goods: "More than $500 were paid in on accounts and due bills in one hour. My business increased more than 57% over the same period last year."—A. B. Woolverton. "The last day's cash sales amounted to $2,334.10, and the total amount of cash received that day was close to $5,500."—Brainard-Corbin Hdw. Co.

They have "bottled-up" trade and taken in hundreds of dollars in cash to be traded out later: "By using your late feature (copyrighted) of Pledge of Patronage Cards, the increased trade is still coming and will continue to come the entire year."—P. P. Platz. "We did use the Cards and have about $7,000 in these Cards which will be traded out this year or has been and much more with it."—Ford & Cleveland.

They have greatly enhanced their good-will by securing many new and permanent customers: "My business increased permanently as I now have regular customers that I gained at the time who had never been my customers before."—W. R. Bowers (two years after using the Campaign). "I feel safe in saying that we made between 130 and 150 new customers, and possibly more than that."—H. M. Woods.

A Distinctive Business Building Campaign Did the Work for These Merchants

Your business may need such a Campaign. It is impossible to give even an outline of the benefits of this Campaign in this limited space. You can have the **exclusive use of the Campaign in your line and your trade territory,** if you act quickly.

Write to-day without any obligation on your part for full particulars. If you have any doubts as to the reliability of the house or the merits of the plan, ask the "Modern Merchant and Grocery World."

Boston Piano and Music Company, Inc.

W. F. MAIN, *Pres. and Treas.* : : **IOWA CITY, IOWA**

believes in the assignment of book accounts as security being considered a perfectly legitimate transaction.

* * *

The National Retail Dry Goods Association, with headquarters in this city, has launched a campaign during the week against the extension of the premium-coupon idea. Letters along this line are being written to merchants all over the United States, principally dry goods merchants.

* * *

An interesting discussion was had during the week before a meeting of the Society New York Accountants, and being participated in by a number of representatives of large retail houses, among them Ernest Katz, auditor for R. H. Macy & Co., department storekeepers. Mr. Katz said that the high cost of many things to-day is due to the consumer's repeated demand for luxury and comfort in everything she does.

He said that Macy & Co., his employers, manufactured, wholly or in part, all of the merchandise which it sells in twenty-three of its departments.

Another interesting statement concerned the amount of goods which are returned to the department store after being sent out on approval. He said that the average return at the Macy store was 20 per cent. of all the goods sent out; that in extreme days it had reached 36 per cent.; that delivery was an enormous expense in department stores.

SUMMARIZED MARKET CONDITIONS.

Tea quiet and steady for the week. India-Ceylons being very scarce and in foreign demand.—Coffee about unchanged and unsatisfactory. Everybut the finest roasting coffees is in buyer's favor. Good Rio, and particularly good Santos, are commanding some premium. Milds quiet and unchanged.—Raw sugar considerably firmer as the week closes on account of foreign purchases, some holders asking 5.02 cents. Refined sugar unchanged.—Canned tomatoes fairly steady at unchanged prices. Demand light. Other canned goods unchanged for the week. Cheap peas getting cleaned up. Canned fish unchanged and quiet.—Dried fruits dull. Practically no change in prices anywhere.—Wheat nervous and advancing. Highest quotation for the week $1.63 per bushel. Flour in very light demand, pared down for actual wants. Market shows advance in sympathy with wheat. Week's production somewhat under last week's.

Profits Eaten Up by Breakage.

Eggs should pay an exceptionally good profit all the time, and they will if you see to it that there is no loss by breakage. One of the ways to insure against loss and breakage is to install a Star system for safe egg handling, made by the Star Egg Carrier and Tray Co., of 1504 Jay street, Rochester, N. Y. The initial cost of such a system is soon returned by the saving and the elimination of dissatisfied and complaining customers.—Advt.

The Grocery Markets

Tea.

There has been no change in the tea market during the week. The demand is fair for the season and there is plenty of stock to fill all inquiries, although the market is entirely without surplus in most lines. The situation is healthy, and as to the lower grades, firm and high.

Coffee.

There has been no development to speak of in coffee during the week. A small jobbing business is doing, but nobody is buying anything beyond immediate wants, and the entire trade can be said to be for the moment indifferent. Prices have practically not changed, at least not materially, for a month past. This applies not only to Rio and Santos, but also to mild grades. Java and Mochat are about unchanged.

Sugar.

The raw sugar market is higher and firmer for the week. Sales of raw sugar have been made during the week at about 4.89 cents, although nominally the market rules about 5.02 cents. Some weakness was caused by the disclosure that the shortage in Cuban up to date, by reason of a misunderstanding as to figures, was not as great as was reported. However, there is still a substantial shortage and the situation is firm. There is some foreign demand for sugar, and altogether the immediate outlook is for prices at least as high as at present. The consumptive demand for sugar is poor.

Syrup and Molasses.

Glucose is unchanged for the week and so are all of its products. Compound syrup is dull, as is usual at this season, and unchanged in price. Sugar syrup and molasses are wanted principally for manufacturing. The consumptive demand is small.

Fish.

There has been no change in mackerel during the week. Norway mackerel are rather sluggish on a comparatively low priced basis. Indications are not for any marked advance in the near future. Shore mackerel are beginning to arrive, but up until now have been sold fresh at very high prices. Cod, hake and haddock are unchanged and dull. There will be little or no business in them for several months. Salmon of all grades is in fair demand, at unchanged prices. Domestic sardines are quiet, at ruling figures. The situation in imported sardines is not very favorable from any standpoint. Norwegian packers are writing to this country for supplies, such as tinned plate, claiming that their business has been very much interfered with by reason of the war. In Norway the price of sardines is about $1.25 higher than it was a short time ago, but the stock in this country is rather heavy and no change has occurred. French sardines are very scarce and will continue to be, as the industry in France is thoroughly demoralized. Portuguese sardines are easier, and the market is about $2 per case below the highest point. Future prices are being quoted on Portuguese sardines on a basis about $4 to $5 below the highest point.

Canned Goods.

Tomatoes are unchanged on last week's basis and in demand only with the chain stores, who are featuring tomatoes at a low price. The regular trade is quite dull. It is expected that the cost of packing tomatoes will be about like last year's costs, namely, 70 to 72½ cents. Spot gallons are exceedingly cheap, owing to the fact that there is a surplus and sales have been made at $1.60, f. o. b., in a large way, though they cost to pack at least $1.85. Future tomatoes are dull. Corn and peas, both spot and future, are unchanged from last week. There is some demand for cheap peas and future corn is inclined to be firm on account of the difficulty in getting the acreage. Outside these features there is nothing of note to report. Apples are still cheap and dull. California canned goods at ruling quotations. Small E canned goods are on last week's and in light demand.

Dried Fruits.

Prunes are still neglected. Pric spot are unchanged and the dema quite poor. Futures are ruling they were a week ago. Some sales been made in other markets. Th uation in future prunes is this: I usual European demand develops, present price is likely to be low. I European demand does not develop present price is likely to be very Nobody seems willing to take a ch Peaches and apricots are unchanged dull. Future peaches are offered large way, f. o. b., at 4 cents, whi about 1 cent above the present prices. Even 4 cents is cheap. Ra currants and other dried fruits ar very dull and unchanged.

Beans and Peas.

Domestic pea beans are uncha from last week and dull. Marrows about where they were a week ago mand moderate. California limas slumped and prices as low as 5.65 c in a large way are heard. This

WANTED USED NATIONA CASH REGISTE
Must be modern, a check thrower in goo condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocer World, 927 Arch Street, Philadelphia, Pa.

It will pay you to order these

Extra quality 2-lb. Tomatoes, sanitary cans - - -	**$0.50 a doz.**
No. 3 Tomatoes, good standard quality (end of the cans lacquered) - - -	**.62½ a doz.**
Good Chum Salmon - -	**.77½ a doz.**
Choice Muir Peaches, 25-lb. boxes - - - -	**.04¾ per lb.**
Best No. 3 Barley, 100-lb. box	**2.85**

Include any of these that you can use with your order. We sell the entire line at lowest cash prices. Send reference and shipping directions with first order. The business of prompt-paying trade solicited.

WM. C. YOUNG

Quality Wholesale Grocery Warehouse

1211-13-15 North Second St. PHILADELPHIA

cline of about a ½ cent, due chiefly lack of demand. Green and Scotch as are also weaker, also because of k of demand.

Butter.

The consumptive demand for butter absorbing all the receipts on arrival d the market is steady at unchanged ices. The quality of the current ar-vals is good for the season and the ake is light, so that the general mar-t conditions are healthy. No increase the make can be expected for two three weeks, during which time the uation will probably be steady to m.

Eggs.

The arrivals of eggs at present are e best of the season, and there is a od consumptive demand; also a good mand for storage. The market is eady on the present basis of prices, d as long as the quality of eggs eps up there is no indication of any aterial change in prices.

Cheese.

The cheese market is steady and un-anged for the week, with a good con-mptive demand. Stocks in storage re light and no change seems in sight til new cheese arrives, which may not e for another month.

Provisions.

All smoked meats are steady at un-anged prices for the week. The con-mptive demand is improved. Stocks re ample and prices seem likely to re-ain about where they are for some ttle time. Both pure and compound rd are steady at unchanged prices, d with a better consumptive demand. arreled pork, canned meats and dried ef are unchanged and seem to be anted.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The spring demand for the general ne of canned goods is developing lowly, it is true, but it is developing, nd that fact is an encouraging feature n the market situation and outlook. Outside of two or three of the largest taple lines, like tomatoes, corn and ove oysters, the buying orders find uch lighter stocks than usual for this me in the year from which to draw upplies. As a result, each month since ne first of the year has shown some dvance in one or two articles when-ver the demand for them has increased, nd whatever declines there have been ere in those items which are the least nportant, with the exception of toma-oes. This week spinach was the strong nd active item and the No. 10 tins dvanced from $2.50 dozen up to $2.70 nd $2.80, with only four or five sellers o draw from. A more cheerful feel-ng appears to be developing amongst he jobbers which will be accelerated loubtless, by the cheap money market. Those canners of tomatoes who have ong purses and substantial bank ac-ounts are holding their brands firmly t 50 cents for No. 2 standards and 70 ents for No. 3 standards, and they are loing business every day at these fig-ires. The country canners, however, re not so fortunately situated. At this ime of the year they are obliged to ell enough of their goods to make oom for the empty cans that they must tore for the coming season's pack, and o get the cash to pay for them. Hence there is the opportunity to pick up some cheap tomatoes from them, and the jobbers are not allowing any attractive offerings to get past them. During the last two weeks the buying orders came from every State in the Union, for some of the different sizes, and the average size of the orders increased somewhat, especially for the No. 2 size. The outlook is for an active market during April, May and June.

The active articles during the week in the other lines of vegetables were spinach, string beans, sweet potatoes and corn, but they were active only by comparison with the inactivity in the other items. With the exception of an advance in Spinach, there were no material changes in the quotations this week.

The prevailing dullness in canned fruits continued this week, and only the usual daily small assorted orders were received. There is some inquiry for pears, however, and there is likely to be a renewal before long of the activity that prevailed in them in January and February. It may be well to look them up now. Unpeeled pie peaches should be purchased if they will be needed between now and July next.

Cove oysters developed some firmness this week, and the continued quiet buying of them is likely to cause some improvement in the prices. They are worth attention.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Spices.

The market continues steady and active, with generally higher prices quoted from abroad on many articles in the list. Consumption seems to be large and steady, and what is en route will be needed for domestic trade upon arrival here.

White Peppers.—Are quiet, but steady. Supplies in this line are also small.

Red Peppers.—The demand for the better grades is on the increase. The supply is exceedingly small and stocks cannot be replenished for months to come. High prices, therefore, are positively in order.

Cloves.—Have advanced during the week. Supplies have been greatly reduced. Higher prices are now very probable, as no new crop can reach here until early autumn.

Pimento (Allspice).—Steady and in fair demand at generally unchanged prices.

Mace.—In only fair demand, at steady but unchanged values.

Nutmegs.—Quiet and generally unchanged for all grades.

Cassias.—The better grades of Saigon are scarce. Batavia grades steady. China grades are higher for goods to arrive, due more or less to higher offers.

Gingers.—Firmer and higher for all grades. Spot supplies have been greatly reduced.

Tapioca.—Slowly, but steadily advancing. The demand is very fair.

Paprika.—Trading has been more active. Prices remain steady, but unchanged. Hungarian grade out of supply.

Seeds, Herbs, Etc.—The market is generally steady. South American canary is lower. Celery is firmer and likely to go higher. Cummin seed is exceedingly scarce. Sweet herbs are in fair demand for grinding needs.

McCORMICK & Co.
Baltimore. Md.

Pennsylvania Organization Notes.

Organizer Smedley addressed the Jewish Grocers' Association at Zion's Hall, Pittsburg, on April 6th. The attendance was only fair, owing to the date falling at the conclusion of a holiday period. This association has, however, over 150 members, and while organized for some time, has not got as yet in working shape. The Organizer will return later in the month, at which time the entire membership is expected to be present. It was an interesting evening, and we found a lot of bright, wideawake business men.

* * *

The banquet of the Homestead Business Men's Association was held at Elks' Hall on Wednesday evening, April 7th. About 125 were present. After a splendid chicken and waffle supper had been disposed of President Botsford, acting as toastmaster, introduced the speakers, as follows: Hon. Clyde Kelly, Braddock, Pa., ex-member of Congress from that district; George McGarry. secretary Merchants' Credit Bureau, of Johnstown; William Smedley, Philadelphia, and William H. Lacey, Esq., borough solicitor of Homestead.

There was a fine musical programme and parodies on popular songs had been prepared and they were lustily sung by the diners.

* * *

By invitation Mr. Smedley addressed the Retail Shoe Dealers' Association of Pittsburg at the Colonial Hotel. The Organizer was cordially received and invited to return.

* * *

Retail grocers and butchers of Jeannette have organized a temporary association. Three meetings have been held and the Organizer has been invited to effect a permanent association.

* * *

Paul Findlay, Esq., will address the Bradford Business Men's Association on April 20th, subject, "Business Costs."

* * *

Wholesale grocers throughout the State are alarmed at the encroachment on their territory of the chain store grocers.

"Made in Philadelphia."

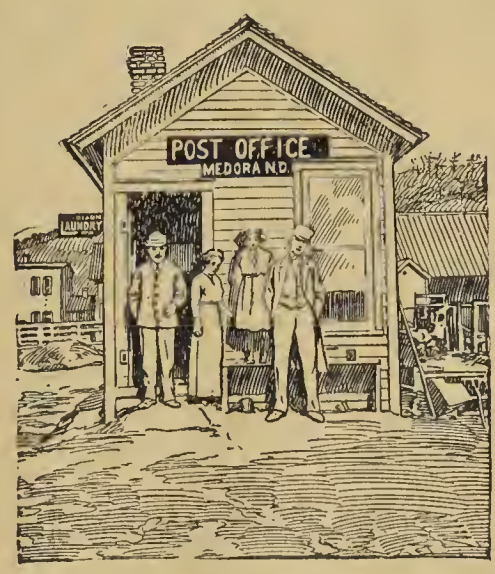
Philadelphia has an enviable reputation for what it makes in the hardware line, and considerable of that reputation is due to the Philadelphia Lawn Mower Co., the makers of the well-known "Philadelphia" lawn mower. This mower is made in many styles, and each style the peer of any other make. It has been aptly said that the "Philadelphia" lawn mower is the standard of the world. The firm will gladly quote prices and furnish catalogues.—Advt.

Good Business in the Bad Lands

This tiny store building is at Medora, N. D., in the heart of the Bad Lands. Its floor space is 10 feet by 24 feet. Half of that is occupied by the post office, leaving a space the same in area for goods.

Here, the monthly sales of National Biscuit Company goods run high in a little town of 150 people. Ranchers and cowboys travel as far as sixty miles to reach this little establishment.

Display of National Biscuit Company goods attracts these people to buy. The quality inside the In-er-seal Trade Mark packages brings repeat sales the year round. Display is the thing in selling.



NATIONAL BISCUIT COMPANY

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Individual Using Firm Name.

Wilmington, Del., April 12, 1915.
To the Editor.

Dear Sir:—Kindly publish the answer to the following in your valuable publication:—

Can a private individual carry on a business in Delaware, using a firm name? And if so, under what restrictions, if any?

Thanking you in advance and for previous information,

Respectfully yours,
ANXIOUS SUBSCRIBER.

An individual can always use a firm name in Delaware, provided of course there is no fraud about it, and no infringement on anybody's right. These are practically the only restrictions.

* * *

Grocery Associations on the Atlantic Seaboard.

New York, April 10, 1915.
To the Editor.

Dear Sir:—Please send us a list of conventions (dates and meeting places) of grocery associations which will be held this year on the Atlantic Seaboard.

Address your reply for the attention of the Publicity Department.

Yours truly,
MERRY & BOOMER,
Managers Hotel McAlpin.

We know of no retail conventions which will be held, outside of the New Jersey State Association meeting last Wednesday, April 14th. This was held in Newark.

There are no wholesale conventions on the Atlantic Seaboard this year so far as we know.

* * *

Address of a Flour Manufacturer.

Danielsville, Pa., April 6, 1915.
To the Editor.

Dear Sir:—Will you let us have the address of the wheat flour mill that's manufacturing White Plume flour. It's a pie or pastry flour and we think it's a Western mill. Undoubtedly they have an office in the Bourse Building, Philadelphia.

Enclosed find stamped envelope for reply. Yours truly,
MARSH & HERMAN,
Per F. H. Herman.

White Plume flour was formerly manufactured by Callahan & Son, Louisville, Ky., but they have gone out of business, and the flour of the name mentioned was not on the market.

As a venture we addressed a card to Callahan & Son inquiring as to the truth of the report, and to-day we have a letter from Eberts & Bro., Louisville, Ky., as follows:—

"Your card to Callahan has been handed to us. We now occupy the old Callahan plant, but we do not manufacture White Plume flour. However we make a pastry flour called D-Light-U which the enclosed circular explains. We have no Philadelphia representative."

* * *

The Merchants' Service Co.

Portageville, N. Y.,
April 13, 1915.

To the Editor.

Dear Sir:—Can you give me any information relative to the business and financial standing of the "Merchants' Service Co., Inc.," of Rochester, N. Y.? This company is soliciting retail dealers to become members of theirs by paying an annual fee of $30. The object of the company is to divert a portion of the Chicago mail-order business to its members by selling them at cost (32 cents) a large catalogue similar to those issued by mail-order houses. These the member distributes to his patrons and it is supposed that the patron will t order of his local dealer instead patronizing the city mail-or concerns.

Thanking you in advance for early reply, I am,

Yours very truly,
H. A. BEARDSLEY

We know something of the M chants' Service Co. and its p but have never believed it to very effective. Experience see to have been that the catalogue u by the merchant did not do work for the average mercha though in some cases it might.

* * *

No. 5 Cash Register is Gone.

Allentown, Pa., April 13, 1915
To the Editor.

Dear Sir:—Please discontin ad. in the "Modern Merchant a Grocery World" for cash regist as we have sold the register. H a number of calls since it was so

Thanking you, we are,

Yours truly,
MERKLE & Co

A FAVORITE DELICACY IN A NEW FORM
VOGT'S PHILADELPHIA
TRADE MARK LIBERTY REGISTERED
LIBERTY BRAND
SCRAPPLE
F.G.VOGT & SONS, INC PHILADELPHIA
12 OZ CAN
90c Dozen
3 Dozen to Case
26 OZ CAN
$1.80 Dozen
2 Dozen to Case
YOUNG PORK AND FANCY CORNMEAL
Good until used. Not affected by temperature changes. Extend the season by keeping it in stock
F. G. VOGT & SONS, Inc., Phila., Pa.

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

FANCY SUGAR PEAS

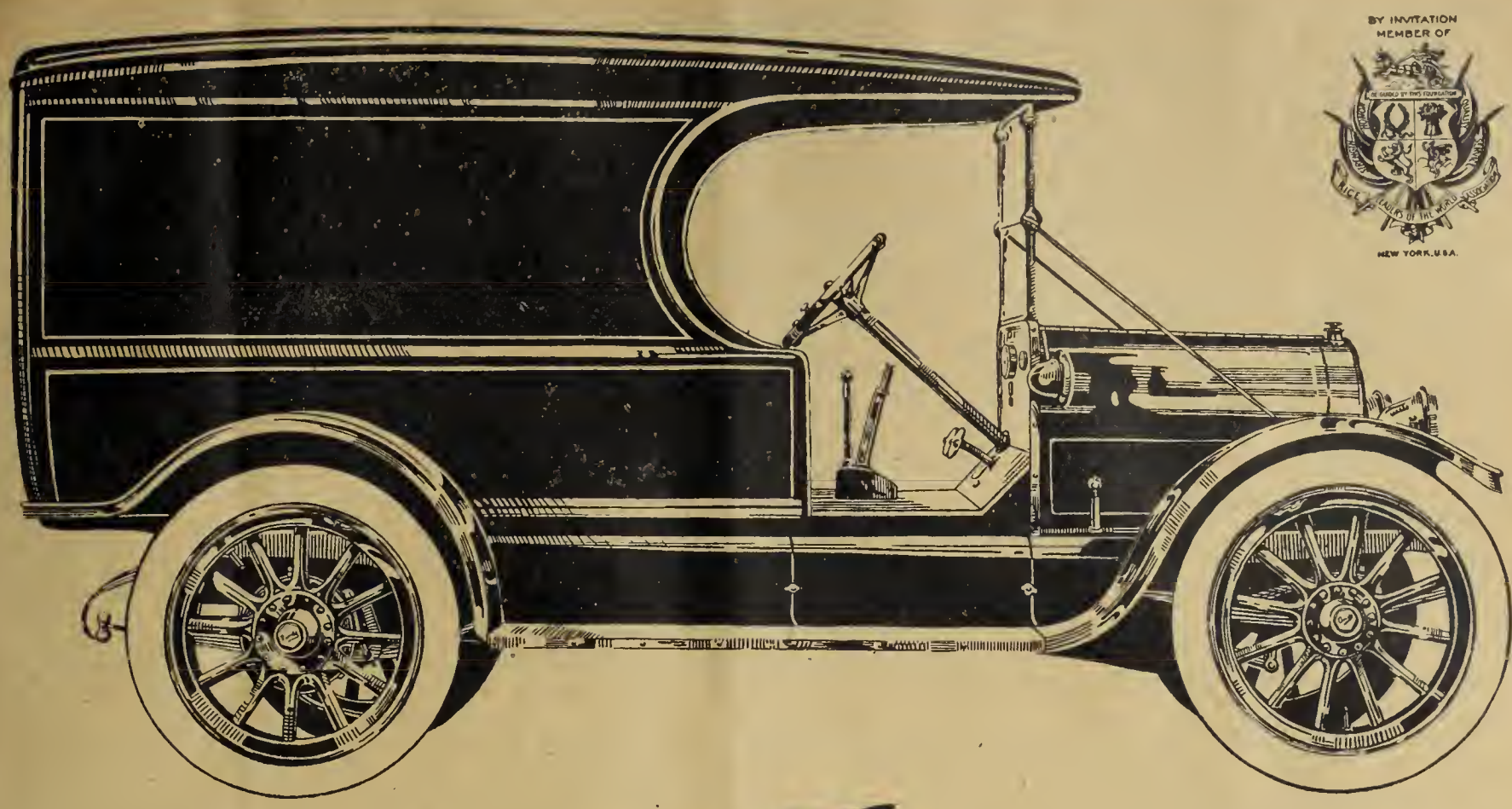
CRUISER BRAND

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

Most storekeepers buy Peas to retail at a certain price, say 10, 12 or 15c a can; here is a fancy article to sell on quality: Our *Cruiser Sugar or Telephone Peas* is a large, sweet, tender pea, delicious flavor, selected and packed in their best state; your family trade will buy them, and having once used them you will get duplicate orders; price $1.60 per dozen.

A FULL LINE OF FANCY AND STAPLE GROCERIES

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA



$850

With open body

Equipped with Electric Starting and Lighting System

Overland TRADE MARK REG. DELIVERY CARS

Prices f. o. b. Toledo

$895

With closed body

Equipped with Electric Starting and Lighting System

This Car Saves Time and Makes Money for Grocers

YOU make money by saving time in your business. You lose actual cash every minute that is wasted by your plodding delivery horses. And every customer you disappoint by tardy deliveries means a loss of patronage.

Owners of Overland Delivery Cars get the lion's share of trade in their territory. Not only that—they invade the territory of their competitors. They enlarge their business radius by many miles.

The Overland Delivery Car reaches widely scattered territory in a surprisingly short time. It delivers a full load and is back for another before your horse-drawn wagons are fairly started.

It has a short turning radius, left drive and center gear shift. These advantages speed up your delivery work. It has high tension magneto ignition, revolving oil indicator, large tires and many other points which make for reliability.

The Overland Delivery Car costs less than $900 Its operating cost is proportionately low. Other grocers have found it a time-saving, money-making investment. So will you.

"Made in U. S. A."

Write for a special delivery car catalog. Please address Dept. 196

The Willys-Overland Company, Toledo, Ohio

Being Made the Goat.

Say, sometimes when I see how some of the people I know are made goats of, my old blood boils, as the saying is. The thing seems so blamed low down mean.

And often there ain't any way of getting back, either.

Now here's a case I know all about, for it happened to one of my customers. He's a retailer, and while he's got a good business, he ain't got any money to throw into the streets.

One day a couple of salesmen came into his place and said they belonged to the Swift Slicing Machine Co. I believe it's in New York. They had a machine to slice meat with and would he let 'em put one in for $50. He would not—he didn't want the machine, for he was getting along all right with what he had.

They gassed along and worried him a good bit, for it was a busy time and there was some customers in the store wanting to be waited on.

He kept on saying that he didn't want their machine, and he was busy, and he didn't have time to talk to 'em, and would they please shut up and git out.

Here's where he made his mistake. What he ought to have done was to tell 'em to get the hen out of there and throw an egg at 'em. Even if he'd had to throw two eggs, it would have been a blamed sight cheaper in the end.

Well, when they found they couldn't sell him, they said "Well here, we'll leave the machine anyway. You ain't buying it and you don't have to buy it. Just let it sit here for a month and use it if you want to. If you find you like it why you can take it after the month's over and pay for it. If you don't like it we'll take it and no harm done. Will you let us do that?"

Here's where he made another mistake. He ought to have said "no, I won't" as loud as he could, but he didn't see any harm in that, so he said they could do that if they wanted to.

"All right," one of 'em said, "we have to show our firm where the machine's been left, and you just sign this little paper to show we left it with you."

Well, he didn't see any harm in that, either, and he was in a hurry, and so he signed it. Did he read it first? Nope, he did not, and the little paper turned out to be a contract to buy a machine for $50! He didn't find it out until he got a bill, and then he looked up his copy and read it. It was sure an order all right, and then he began to try and swim out. Letters went back and forth and he said he wouldn't pay—he hadn't agreed to—and in the end what did the Swift people do but sue him. That's what they did—sued him for the $50.

He had to go get a lawyer, and he had to put out some money for costs, and he had to fuss and worry, and he had to do a lot of things.

After quite a bit the case came up in court and he was there with his lawyer and a bunch of people to give testimony that they were in the store at the time and heard the Swift fellows say they were only leaving the machine on trial.

But what d'ye know about this—the Swift outfit never showed up, and the case got thrown out. My friend had lost his time, and his money, and got in wrong with his customers, dragging them down to court, all because he put his name to the little paper that was "just to show where they had left the machine."

Now can you beat that for a mean deal? One thing—it's taught him a lesson; I'll bet he'll never sign any more little papers without knowing what's in 'em.

Another thing I kick about in this thing is that what those fellows did gets all us salesmen in wrong. You fellows have a thing like that happen because one salesman threw you down and you're going to look cross-eyed at all the salesmen that come in, unless you know 'em mighty well. Ain't that right? I know it's right, for I've felt it myself. There ain't an honester face anywhere than mine, and yet two or three times I've gone in to see trade and been looked at as if I a grave robber. Come to fin out afterward, the fellow I was t ing to had been burnt by some t before and was afraid of me. course in my case it was plumb f ish, for I wouldn't hurt a baby less it had some money in its ha All the same, I got it handed to

THE STROLLE

The Week's Dry Goods Busines

Marshall Field & Co., in their we review of the dry goods trade, say:

Orders placed through our trave ing representatives for immedia and future delivery show an increa over the corresponding week a ye ago.

Current shipments have be lighter than during the same we last year.

Collections are fair.

Buyers continue in the market large numbers, and weather cond tions have been more favorable retail distribution.

The Proper Care of Perishable Food Products by the Retailer

The National Wholesale Grocers' Association of the United States has prepared and is issuing to the retail trade some extremely useful matter under the above heading, the point being to supply some practical directions by which spoilage in the retail store may be reduced as much as possible. From time to time the "Modern Merchant and Grocery World" will publish brief extracts from this matter.

No. 12.—Tea.

Many dealers do not consider tea perishable because it is not easily subject to fermentation or decay, as are many other products, but from the standpoint of flavor or quality, tea is extremely perishable, and great care should be exercised in handling it.

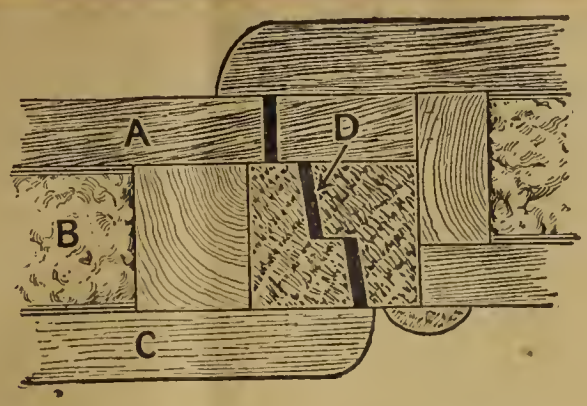
In the first place tea should never be exposed to the air, but should be kept in containers as nearly airtight as possible. The most common source of deterioration of tea is the absorption of the many odors that float about a grocery store. It is frequently found that samples sent in by retailers have not only lost much of their original flavor, but what is much worse, they have absorbed more of some oil, cheese, fish or onion flavor than has been retained of the real delightful tea flavor.

The grocer who opens up his tea chest, throws back the cover, matting and lead, and thus leaves the bulk tea exposed to the air for even a short time, cannot hope to place the tea in the hands of the consumer in a satisfactory condition, no matter how fine a grade or how fresh the tea may have been when it first delivered to him. In using for display purposes it is advisa to have the chest protected by close-fitting glass cover.

Tea should never be stored damp basements, or in a room which violent changes of tempe ture or atmospheric conditions ta place. Either evaporation or sorption of moisture will cause to deteriorate in quality, and co ditions should be kept as nearly u form as possible.

The careless handling of tea h far-reaching results, and not o causes a decrease in sales and co sumption, but a very material fina cial loss to the dealer, as tea whi is worth 50 cents per pound m easily become over night comm and almost worthless, unfit drink.

Any dealer who will take t pains to handle this greatest a cheapest of all the world's be erages with the same care and ca tion which it deserves will be w repaid, and will reap the results a larger and ever-increasing volu of business.



Read This Refrigerator Lesson

¶ To be sure, it's an advertisement, but it's also useful information. The cardinal point about a refrigerator is dryness. Maximum dryness requires special and unusual construction. You can let matches stay in a **Howe Refrigerator** for a month and strike them instantly. Try this with any other refrigerator and see if you can do it.

¶ The **Howe Refrigerator** is of very unusual construction. Look at the cut: "A" is solid heavy oak wall, "B" is granite rock wool lining, "C" is selected Washington spruce lining, "D" is the dead air space between the patented interlocking door and the wall. It's the best refrigerator construction in existence.

¶ Price $50 to $150. Send for catalogue.

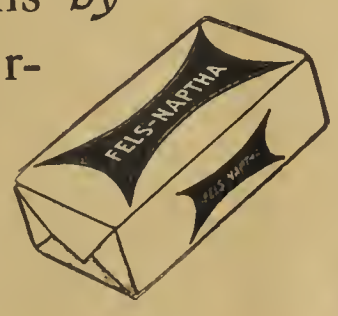
HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

We also sell a Full Line of Grocers' Fixtures

Brighten Your Store

by use of empty **Fels-Naptha** soap cartons. They are economical, easy to attach by the end flaps and the striking red and green colors make very effective store display.

You can always change or renew decorations *by* **Fels-Naptha** cartons.



Fels & Co.
PHILADELPHIA

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

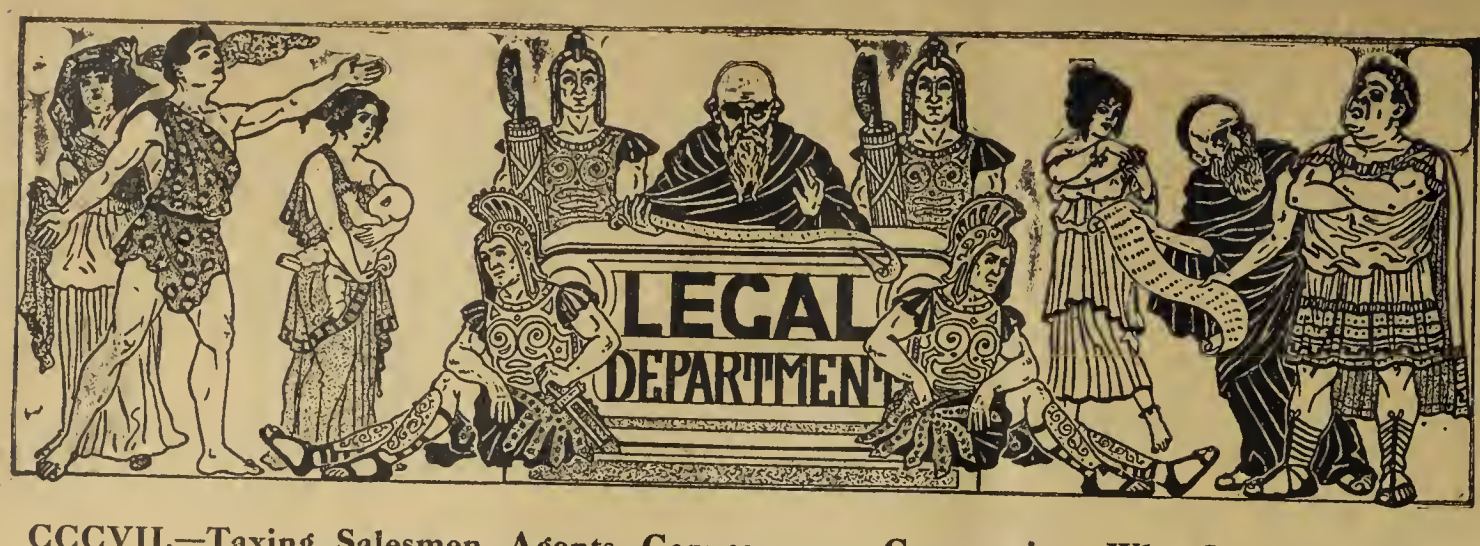
The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA



CCCVII.—Taxing Salesmen, Agents, Canvassers or Corporations Who Go Into a State From Outside.

Two classes of readers will be interested in this article—(1) the jobber or the manufacturer who sends salesmen or agents into other States, or employs salesmen or agents residing in those States; and (2) the local merchant who must often compete with those agents. There is a constant warfare going on among these elements. The local towns and boroughs, urged on by the local merchants, is always attempting to tax the salesman or agent who comes in from outside, and if the concern employing the salesmen or agents is a corporation, the State itself will endeavor to tax it, on the ground that while it is a foreign corporation, it is doing business within a State other than its own, and is therefore subject to the tax.

Two well-established legal principles govern all these cases: 1, if the salesman or agent which the local borough is trying to license or tax is doing business which can be called interstate commerce, then he cannot be taxed by the local borough, because neither local borough nor towns nor cities can interfere with or tax interstate commerce.

The second legal principle is that if the foreign corporation, too, is doing an interstate business and not a resident business, it cannot be taxed by the State.

Hundreds of cases are daily being decided under either one or the other of these principles, and nearly all of them are interesting far beyond the ordinary law suit. Take the Jewel Tea Co. case, a Missouri case. This would represent the law all over the United States because it was brought in a United States court. The Jewel Tea Co. is an Illinois concern and employs agents and canvassers who build up trade or routes among consumers in other States. One of these agents was canvassing in Lee's Summit, Mo., and his methods were as follows: The agent canvassed from house to house in Lee's Summit for orders for future delivery of teas and coffees. The orders taken were mostly for half-pound and pound lots. He forwarded the orders to the company at Chicago, giving the quantities only, not the names of the purchasers. At Chicago the company put up the goods in small packages according to the quantities ordered, so as to permit of exact delivery to each purchaser without breaking. On each package was marked its price, but not the name of the purchaser. The packages were then put into a large box or other receptacle and shipped by freight to Lee's Summit; the company being both consignor and consignee. When the shipment arrived at Lee's Summit the agent received it, opened the box or container, had it hauled around on a dray, delivered the packages unopened to those who had given the orders, and collected payment for them on delivery. At the same time he solicited further orders. He made the rounds about twice each month, and by other canvassing endeavored to increase the trade. The agent remitted the moneys collected to the company at Chicago. He had no financial interest in the business save his salary, which was paid from that city. Occasionally a purchaser would refuse to accept and pay. In such case the package intended for him was sent to a branch house of the company at Kansas City, Mo., but all the goods delivered in Lee's Summit were shipped directly there from Chicago in the way described.

The local merchants of Lee's Summit, seeing this man's trade increasing—for all the trade he got he took from them—put it up to the city of Lee's Summit to tax him and the city attempted to do it. He resisted and the case got into the United States Court. The court decided that the agent could not be taxed by Lee's Summit, because the business he was doing was interstate commerce—the orders, while gotten in Lee's Summit, were forwarded to Chicago, filled there and shipped from there to the purchaser. No stock was kept in Missouri.

So the agent can go on exasperating the local dealers of Lee's Summit or any other community where the businesss is done in the same way. The case books are full of cases where a local community, for the protection of its own merchants, has tried to impose a tax on some outsider who came in and took away the trade, but the tax has always been held unconstitutional, if the business done by the outsider was shrewdly handled so that it became interstate business. Some of these cases have gotten up to the United States Supreme Court, but the decision has always been the same.

Salesmen traveling in Pennsylvania, let us say, for a New York house, merely obtaining orders which they forward to the headquarters of their house, to be filled and shipped from there, are never subject to local taxation. Nor is the house which employs them liable to tax by the State into which they go. That is not doing business within the State, in a legal sense.

Not long ago a corporation whose headquarters were I think in New York, sold some goods to the wholesale dealers of Massachusetts and then sent out salesmen among the customers of those wholesalers to get orders and move the goods. It was the old plan of getting orders from retailers and turning them in to some jobber. A town in which one of these salesmen worked imposed a license tax upon him his house refused to pay it and it to court. The defense was the business for which the sales was working was interstate ness, but the court thought di ently. "The business," said court, "is the business of provi agents for wholesalers, and takes in no respect of inter commerce. The fact that a nat result may be to increase the of the manufacturing corporati an immaterial circumstance. too remote from the actual busi of its salesmen to constitute i state commerce."

So the manufacturing corpora was compelled to pay a license for all of its men who solicited ders from retailers to be tu through jobbers.

Brief reference to a third may be interesting. A concern corporated outside of New Y consigned its goods to mercha within that State. Contracts w made with the merchants to effect and these were sent on to company's headquarters to be proved. The New York mercha sold the goods on installments, t their own installment contracts turned them over to the corporat outside. The latter holds title the goods until the full price is p An effort was made to tax the co pany on the ground that it doing business in New York Sta but the court decided it was int state commerce.

(*Copyright, April, 1915, by Elton J. Buckley.*)

NOTE.—Requests for information this department should tersely set in full all the facts bearing on the ca and all questions should be carefu framed to avoid misconstruction. Wr on one side of the sheet only. Lett should be received at this office later than Tuesday of each week to sure an answer in the Monday's iss following. The signature and addr of the writer must accompany all quiries, and will be published unl there is a request not to do so. inquiries received will be answer without charge. Address all commu cations to Legal Editor "Modern M chant and Grocery World."

Let's Talk to You About Refrigerators.

Do you know that the Howe Sc Co. make an excellent refrigerator th you can easily afford to buy? One th possesses all the virtues a refrigerat should have, including the most impo ant one of dryness. The constructi of the Howe refrigerator is such as obtain maximum result from minimu use of ice. Ask the Howe Scale C of 508 Market street, Philadelph about it.

They also carry a full line of groce fixtures of appealing quality and pri —Advt.

Franklin Dainty Lumps

(SMALL CUBES OF SUGAR)

Tell your customers about these dainty little lumps of pure cane sugar—small enough to sweeten Tea, Coffee, etc., without waste; small enough to dissolve quickly; daintily packed in sealed Franklin Cartons; superior in every way to old style lump sugar.

1-lb. and 2-lb. Cartons, 48 lbs. to the Container
Made from Sugar Cane. Full Weight Guaranteed

THE FRANKLIN SUGAR REFINING COMPANY, PHILADELPHIA

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occaslonally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

Do These Reasons Appeal to You?

¶ From every standpoint, **Wheatena** is the best cereal proposition on the market to-day. Mainly for three reasons:—It sells itself, and repeats, and pays a good profit. No breakfast food can claim more than that, no matter how much it advertises, and very, very few can claim that much.

¶ Packed and guaranteed quite unusually.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

Don't Buy Coffee in Bags When You Can Get It in Steel Drums

¶ Leaving everything aside but the fact that you throw the bag away, while you save and use the Drum, the latter is the way to buy. But there are other things.

¶ The bag is dusty and dirty—the drum is a sealed package.

¶ The bag is sloppy and unattractive—the polished steel drum is a good salesman.

¶ The bag is unsanitary—the steel drum is absolute hygienic and sanitary.

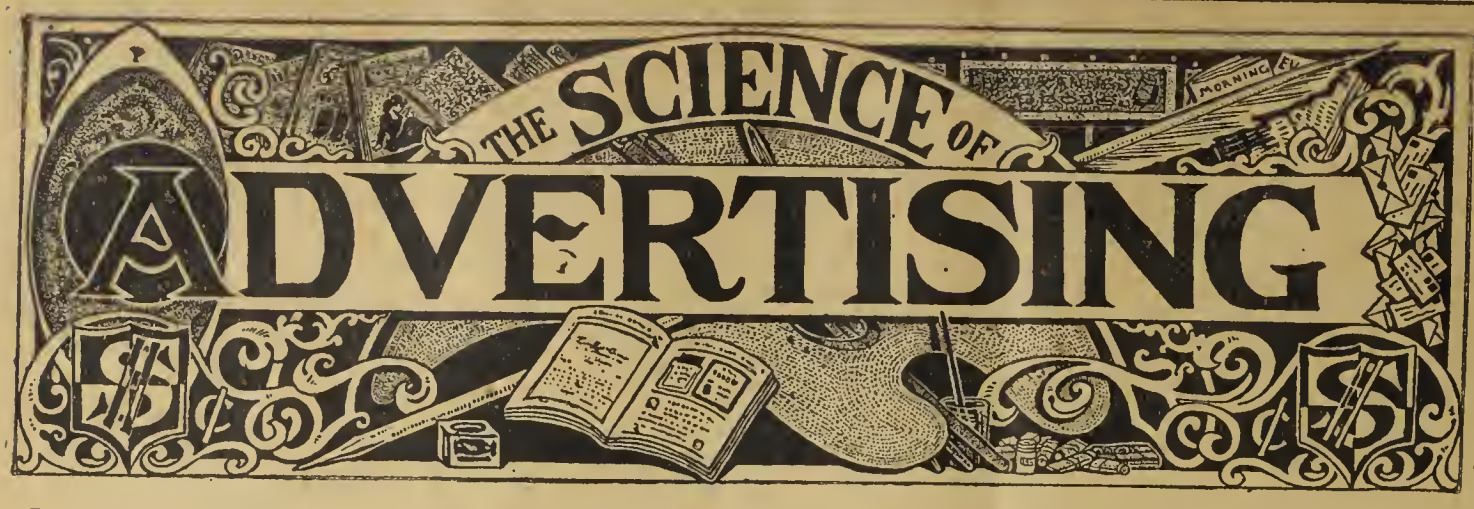
¶ The bag has no preservative quality—the steel drum keeps coffee's strength indefinitely.

¶ We charge no more to pack coffee in steel drums.

THE WILLIAM B. HARRIS CO.

CUP QUALITY EXPERTS

Teas :: Coffees :: Spices **65 Front St., NEW YORK**



I have from Eckert's Provision House, Penn Yan, N. Y., a copy of a local newspaper in which they had a somewhat unique advertisement inserted recently. The advertisement was set the shape of a cross, sitting in the midst of pure reading matter. I am reproducing it below, the cut showing the advertisement in its frame of reading matter:—

PENN YAN DEMOCRAT, FRIDAY, DECEMBER 4, 191

HELEN BULLOCK SCHOOL.

An addition to the building used for the Helen L. Bullock Training School in Elmira, was recently dedicated. The addition and some improvements cost about $4000.

One effort to provide part of this amount is by the contribution of $25 to install a desk in the school room, the desk being marked by an engraved silver plate. Yates County is honored by having a desk so marked in the front row, the money contributed by the County Women's Christian Temperance Union.

It is earnestly desired that Penn Yan may help the good cause and own a desk. Any contribution toward this, or the name of any one who would individually like to contribute $25 to this good work can be sent to Mrs. E. R. Taylor, Clinton St., who will be pleased to give the matter prompt attention.

There are now four girls from Penn Yan in the school.

One other who had been there a number of years, has lately been placed in a good, Christian, country home where she is able to maintain herself and be with friends who give her permanent help and protection. One important fact in this case is that this girl is mentally deficient and but for the training and help of the school she would be a menace to society.

The discipline of the school is in the line of honor credits. Honor tables and honor rooms being the goal of each student. Contributions of money, fruit, vegetables, canned fruit, clothing and bedding are very gratefully received.

The Ladies' Aid Society, of May's Mills, aided by gentlemen of the neighborhood, have just sent ten barrels of fruit, vegetables and canned fruit, and are contemplating other evidences of interest in the good work.

Penn Yan does her full share in this line of help and the Board of Trustees and Mrs. Bullock, who has mothered the school for thirty years, appreciate the kindly interest thus shown

MRS. E. R. TAYLOR.

AN OLD LANDMARK GONE.

When Mrs. J. C. Knapp last week sold the Hygienic Institute at Geneva to W J Pierce, of Rochester, there was marked the passing from public service of one of the best known landmarks in this section, and also what was the first large hotel west of Utica The Hygienic Institute, a portion of which is the original Geneva hotel, stands opposite a small parkway at the corner of Washington street and Park place on what was one hundred years ago the main stage road leading into the Genesee country and what is to-day the main state highway to Rochester and Buffalo. The Geneva hotel was started by Charles Williamson in 1794 and completed in 1796. The building cost $10,000, a large expenditure for that time. The hotel was the finest west of Utica and was constructed at a time when the names of neither Rochester or Buffalo appeared on the maps. As late as 1845 the hotel was the chief place for entertainments and big social events in Geneva, and the vicinity about the hotel was the business section of Geneva.—*Syracuse Herald.*

We Are **Pre-Eminent** For **SERVICE AND ECONOMY**

OUR Foods are the Freshest, Variety the Largest, Quality the Best, Prices Always the Lowest

Compound, pure white 10c lb
Oysters Selected Solid Meats 35c qt
Eggs Guaranteed Fresh Western 35c doz
Butter 38c quality fancy Creamery 35c lb
Cheese Best quality Creamery 21c lb
Flour Our Best, for bread or pastry 84c sack
Flour Duluth Imperial 91c sack
Flour 20 barrels Fancy Buckwheat..10 lbs 37c
Hams Fresh Smoked Cal. Style 14½c lb

Teas and Coffee

60c quality TEAS, Japan, Oolong, Ceylon, Hyson....47c lb
50c quality TEAS, all kinds, for this sale ....35c lb
25c Best JAPAN SIFTINGS....19c lb
40c Sunshine COFFEE, Java and Mocha Blend ....29c lb
40c White House COFFEE, this week ....3 lbs $1.00

Our 35c Advertising Feature
ECKERTA BLEND Coffee 18c lb

Canned Goods

12c quality Corn
12c quality Peas
12c quality Tomatoes
3 for 25c
Pumpkin, all ready for the crust....9c can
Succotash, 12c fancy cream ..10c can
Pinespple, Hunt's best quality....15c can

Cracker Specials

Soda Crackers
Oyster Crackers
Ginger Snaps
3 lbs 25c

ECKERT'S PROVISION HOUSE

Butterine 25c quality U.S. Inspected 19c lb
Potatoes Best White 12½c pk
Potatoes Fancy Kiln Dried Sweets.... 6 lbs 25c
Raisins New Crop Seeded 10c pkg
Toilet Paper BEST TISSUE 7 rolls... 25c
Cocoanut 20c quality long shred 15c lb
Peels Fancy Orange or Lemon 15c lb
Soap Lenox, Acme or Light House..7 for 25c
Rice Fancy Quality Full Head.....4 lbs 25c
Matches 5c quality Double Tip..7 boxes 25c
Fig Newtons, 3 lbs 25c
Use Made-at-Home Puritan Pancake Flour 15c and 25c bag

103 Main St,
PENN YAN, N. Y.
Wholesale and Retail

Fruit and Vegetables

Oranges Largest grown ...47c doz
Sweet, juicy..27c doz
Lemons, large, bright....23c doz
Grape Fruit, solid, heavy ....4 for 25c
Figs, new crop, best layer ..19c lb
Malaga Grapes, extra fancy....15c lb

Best Obtainable Nuts
Fancy Mixed ....15c lb
Best Brazila ....15c lb
Best Walnuts....19c lb

Onions, best quality, home grown....15c pk
Cabbage, best Danish....7 for 25c
Cranberries, Fancy, Cape Cod....10c lb

Fish Specials

Salt Salmon Steak, best red ....12c lb
Mackerel, large, fat....10c each
Cod Fish, direct from coast..15c lb

Candy Specials

15c Fancy Ribbon...
15c Fancy Cut Rock
15c Peanut Crisp ..
10c lb

"Yessir," said the rugged mountaineer to the member of Congress, 'I'm going to vote for you hard and frequent. Your'e one man as does a little authin' to protect home industry." "Then you don't resent my stand in favor of prohibition?" "That'a what I'm a cheering ye fer. You ain't interfered with ua moonshiners wuth mentionin', an' you've improved the demand a heap.' —*Washington Star.*

Advertisement.
Chronic Constipation.

The disorder is often due to a torpid liver. All that is needed is a few doses of Chamberlain's Tablets to invigorate the liver. Mrs. Wm H. Clark, Hanbal, N. Y. writes, "I was a victim of constipation, sick headache and poor digestion when I began taking Chamberlain's Tablets a year ago. I took two bottles of them and they strengthened my digestion, regulated my liver and toned up my system generally." For sale by all dealers.

Undoubtedly this advertisement attracted attention, partly by reason of its unusual shape, and partly by reason of the heavy black border with which it was surrounded. That border would have made the advertisement stand out no matter what its form was. I confess these out-of-the-ordinary shapes for advertising don't appeal to me any more. They used to—I used to have an idea, before I saw so much of advertising and its results, that the more outlandish an advertisement could be made to appear, the more likely it was to get result. I have greatly modified that idea. To be sure, the more unusual the apearance of an advertisement is, the more likely it is to be seen, but there is much difference between being seen and getting results, though it must of course be seen before it can pull. My belief is that this advertisement of Mr. Eckert's would have been just as conspicuous had it been put in the conventional square shape, and it would have been easier to make a good display of the matter in it.

* * *

However, I still think this is a good advertising. The heading might have been strengthened somewhat. I don't think the wording is quite as forcible as it might have been. "We are Pre-Eminent," does not attract much attention, nor does the other matter in the heading and introduction. This might have been a better heading:—

We Will Give Your Money Back

If anything you buy from the following list turns out wrong. The offer is perfectly safe, for we know all about everything here and we stake our reputation on its being good.

Another suggestion I would make is to put the little cut "Eckert's Provision House" at the bottom just over the address. It now appears in the center. This little change, with a snappier heading, would have improved this advertisement a good deal.

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

The Week's One-Time Ads.

I now wish to make some remarks to those among you who have a trade for the finest hams in the United States. I mean the fellows who are lucky enough to have people on their books who will pay a cent or two more a pound for ham that is never stringy, never too hard or salty, but always tender, mildly cured and salted just right—in fact "bully good ham." You fellows who have trade like that—and pretty near all of you have some of it, anyway—want to listen to me. That ham is made by F. A. Ferris & Co., of New York—it's the celebrated "Ferris Hams, but—." They've got a page ad. in this issue that I want you all to read. It's really no ad. at all, but a mighty interesting article giving some of their experiences in parcel post food schemes. Read it through—you'll be interested—but don't forget when you're through to write them about Ferris Hams. If you happen to be lucky enough to get Ferris Hams in first in your town, you'll find that the big ham eaters will pretty soon wear a path to your door.

* * *

Our old and well-known friends Thomas Martindale & Co., Tenth and Market streets, Philadelphia, gentlemen, are advertising a tea bargain this week that ought to make everybody sit up and take notice. Half pound canisters of Peek Bros. & Winch's Magnet Gunpowder Blend Tea at 28 cents a pound or $14 a case! Think of that. Packed as artistically as a box of fine candy. You can make a big killing with this tea at half a dollar a pound or a quarter for one of the half pound canisters. Certainly there's no kick coming over that profit, is there, and you can attract attention to your store. That's what I'd do if I was keeping a retail store—I'd scoop up a case of this tea quick and have a lively little special sale. You know everything Martindale & Co. put their name behind is sure to be all right.

JIMMY MANDER.

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LIX. PHILADELPHIA, April 26, 1915. No. 17.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE

ROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

ell { Filbert 3286 / Filbert 3287 Keystone, Race 746

rivate Exchange.

All Checks and Drafts payable to the Gro-ery World Publication Co.

An independent journal published exclusively in the interests of modern merchants of all classes.

ELTON J. BUCKLEY, Editor.

DAVID EZEKIEL, Advertising Manager.

Subscription Rates, Including Postage, Payable in Advance:

PER YEAR

o United States and Mexico..... $3.00
o Canada 3.50
o Great Britain and Continent of Europe and Asia 4.50
ingle Copies ..... .10

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Wilde, Carl 17

How One Retail House Went After Mail Order Houses

Gave Over All Their Windows to Displays of Identical Goods Sold by Sears, Roebuck & Co. at Same Prices But Delivered Instead of F. O. B. Firm's Own Description of Plan and Some Exhibits Showing How They Got at It.

Once in a while there arises a retailer who is not daunted by the mail-order houses, but on the contrary believes he can compete with them and sets out to do it. One of these is A. B. Cowley & Co., general storekeepers of Marquette, Neb., who send us a copy of "The A. B. C. Monthly" for April, 1915, in which they exploit an elaborate method of meeting the competition of Sears, Roebuck & Co. and other mail-order houses.

The gist of the plan was offering to sell the same goods that the mail-order houses were selling at the same prices charged by the latter, except that the Cowley prices were for the goods delivered in Marquette, while Sears, Roebuck & Co.'s prices were f. o. b. Chicago, and the buyer had to pay the freight.

On April 17th all of the Cowley windows were given over to a display of goods which were an exact duplicate of a Sears, Roebuck & Co. order. Cowley & Son describe their window display and the whole plan in fact, as follows:—

> For the past few days an air of mystery has pervaded the A. B. Cowley Co. store. The show windows have been screened and the feeling of "something unusual about to happen" has filled the atmosphere. Town folks, as well as our country neighbors have shown much interest in what "was doin'," and when the screens are removed from the windows on April 17th, one of the biggest surprises in the business world will be disclosed—one that will put Marquette on the commercial map of the United States as being the home of the one retail store that dared to openly fight a competitor who is acknowledged to be doing the largest retail business the world has ever known.
>
> But back to the window of mystery—At one side is displayed an order that one of the Cowley Co.'s friends had shipped from Sears, Roebuck to Marquette, with the freight bill showing that it cost $1.53, or over 13 per cent. of the original cost of the merchandise, amounting to $11.31, to transport it from Chicago to Marquette. On the other side (item for item) is displayed an exact duplication of the order, filled with the high class of goods the Cowley Co. has always sold, both orders including the mail order "catch trade" phrase, "33⅓ pounds of granulated sugar for $1 —with a $10 grocery order"—and the astounding message written on a display card, announcing that the A. B. Cowley Co. Store will "duplicate this or any other $10 order for groceries taken from Sears, Roebuck's grocery list, on their terms and prices, plus freight from Chicago to Marquette, and furnish the 33⅓ pounds of sugar for $1 (plus freight from Chicago, which is 20 cents).
>
> The point of the display is that A. B. Cowley & Co. have seen, day after day, arriving at the C. B. & Q. freight house, merchandise shipped from the big city mail order houses to our town people and friends, who, on an equal basis, would trade in Marquette. How to stop this loss of trade, which was detrimental to Marquette, was the question. Mr. Cowley knew that our people were willing and did send cash to the mail order houses for their goods in order to take advantage of the low prices, which neither he nor other merchants could meet, nor, indeed, scarcely buy at, when they had to buy for and sell on credit.
>
> After a year and more of close study Mr. Cowley uncovered some vital facts. He found that, in order to compete with the mail order houses, and to buy at the lowest prices, he must buy by mail and pay cash to his jobbers. But Mr. Cowley was selling his goods on credit, and was not always able to pay cash in advance for his merchandise, so he reasoned that if he could lower the prices on his merchandise to meet or beat the mail order houses and give the people in Marquette and the surrounding territory service, which means to sell them as few or as many goods as they want when they want them; same them the trouble of writing an order, buying a draft and then waiting for ten days or two weeks for goods, some of which they needed at once, the home people would be more than glad to buy for cash at home to secure these advantages.
>
> The "A B C Monthly" has suggested in previous issues that a change for the benefit of the community was going to take place, and the time has come.
>
> The people of Marquette and surrounding territory, beginning with the opening day, Saturday, April 17th, may buy all merchandise handled by A. B. Cowley & Co. in such quantities as they desire at prices that are equal or less than the delivered prices of the great mail order houses. Business will be done on a strictly cash with the order basis—but you will get your goods when you pay the cash, and not have to wait 10 days or two weeks for delivery.

In their bulletin Cowley & Co. quoted long lists of articles, with their prices side by side with Sears, Roebuck & Co.'s. For example:—

FROM SEARS, ROEBUCK & CO.'S CATALOGUE.

Page	Numbers		Their Price in Chicago, or Our Price in Marquette
263	27V2784	Lady's White Lawn Waist ..... Garment,	$0 39
264	27V2793	Lady's White Cotton Voile Waist ..... Garment,	88
267	27V2812	Lady's White Dotted Swiss Waist ..... Garment,	98
135	25V3085	Lady's Auto Hat ..... Each,	59
153	29V7661	Child's Flower Crepe Dress ..... Garment,	48
408	33V6176	Men's Felt Crusher Hat ..... Each,	89
404	33V8662	Men's Lisle Web Suspenders ..... Pair,	21
228	31V8650	Lady's Amoskeag Gingham House Dress and Cap.. Set,	95
488	41V719	Men's Denim Overalls..... Garment,	59
488	41V7410	Men's Overalls—Stripe ..... Garment,	72
294	38V8101	Lady's Embroidered Muslin Corset Cover... Garment,	19
289	38V8302	Lady's Cambric Underskirt, Embroidered Flounce, Garment	48

Their prices are in Chicago—ours are in Marquette. You can see the goods and then if you wish, buy them and take them home with you, today.

They also quoted two pages of groceries, chiefly package goods, in the same way. Here is a sample:—

EVAPORATED MILK.

Council Oak Brand Evaporated Milk is perfectly pure. It is pure, sweet milk sterilized and reduced to its present consistency merely by the evaporation of the water contained in the fresh milk. There is absolutely no adulterant and no preservative of any kind in it.

Unsweetened—in 16-ounce cans.

1 can	$0 10
3 cans	27
6 cans	53
12 cans	1 04
48 cans	4 12
Sears, Roebuck's price in Chicago for 48 cans	$4 00
Freight to Marquette	39
Would cost you	$4 39
We save you on 48 cans	27

Messrs. Cowley & Co. particularly tore into shreds the famous Sears, Roebuck & Co. offer of 33⅓ pounds of granulated sugar for $1 as follows:—

We Will Meet Sears, Roebuck's Offer of

33⅓ Pounds of Granulated Sugar $1.00
(Plus Freight from Chicago—which is 20c.)

With Every $10.00 Grocery Order Not Including Any Kind of Sugar, or Flour of Any Kind, or Any Merchandise Other Than Groceries

AT PRICES QUOTED IN SEARS, ROEBUCK & CO'S

March-April Grocery Price List While in Effect, and Will Also Meet Their Offer in Their May-June List, Whatever it May Be —Plus Freight from Chicago

Bring in your Sears, Roebuck Catalog (or we will loan you a copy) and make up your order

The Above Offer Is NOT an Honest One

Neither we nor Sears, Roebuck, nor any man in the United States can sell you 33⅓ pounds of sugar for $1 without losing money. If this is not so, why can you not buy the sugar alone at the price quoted? Why must you spend $10 more (and freight) to get this price—isn't it to enable the merchant to get back the money he loses on the sugar and make a profit on the entire order?

I say most emphatically that it is. Read this over again and your answer will be the same as mine—won't it, now?

Look carefully over our prices quoted on this page—for your convenience we have shown you what the same goods would cost you if ordered by mail. In almost every instance you can save money in buying of us right here at home—and what is more to the point, you get service. You need not buy $10 worth, either—but just what you want—when you want it.

With our low cash prices we cannot afford to give you 33⅓ pounds of sugar for $1, plus Chicago freight, even if you bought $100 worth of groceries with it, but if you think you must have it—bring in your order for $10 worth of groceries at prices taken from Sears, Roebuck's March-April, 1915, grocery list—we will help you figure what the freight will be and we will duplicate the order and give you 33⅓ pounds of sugar for $1 (plus Chicago freight, which is 20 cents).

Note.—Owing to the anticipated rush of business our new plan is bound to bring, we cannot promise to have the time to figure out the freight on your order the day you bring it in (you can mail it to us if you wish, and we will then have it packed up and figured out for you), but we can at least give you two or three days' service, which is better than two weeks or more from Chicago.

A. B. COWLEY & Co.

Pennsylvania News Items.

The Kindir grocery and meat market is one of the show places of the North Side Pittsburg. The building is new, one side being occupied by the meat department; the other side is devoted to groceries and fancy delicatessen. The center of the store is used for a display of fruits and vegetables. There are two large show windows. One on the day we visited Mr. Kindir was fitted up for a display of maple syrup. There was a painted background showing a maple syrup camp. The floor was covered with silvered cotton to represent snow. On this was placed cans, bottles of maple syrup and bricks of maple sugar. Mr. Kindir is a progressive and prosperous dealer who has worked his way up from the ranks. He owns a big apartment building adjoining his store which is a model institution.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Are You Coming In on the Window Dressing Contest for $175?

Doubtless you saw the announcement of the Window Dressing Contest on **Lipton's Tea.** We asked all the dealers who would compete to write us to that effect on a postal. These postals are beginning to come in, and it looks like a good live event.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	**$75**
For the Second	**$50**
For the Third	**$25**
For the Fourth	**$15**
For the Fifth	**$10**

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa., April 23, 1915.

The bill regulating the grading, packing, marking, shipping and sale of apples has passed the Senate on second reading. A copy of this bill was published several weeks ago in this correspondence.

* * *

The bill providing standard containers, baskets, trays, etc., for "vegetables, grapes and fruits"—the Legislature seems to consider grapes a mineral—which passed both Houses, has been recalled from the Governor's hands in order that it may be amended.

* * *

House Bill 346, regulating the use of trading stamps, passed the House on second reading during the week. Ostensibly its intent is to cause the cash value of stamps to be printed on their face, but its real object is to freeze out the brokers who traffic in all sorts of stamps and coupons. Section 2 provides that nobody shall handle trading stamps without the written authority of the trading stamp company. Its text is as follows:—

AN ACT

Relating to the issue and redemption of trading stamps, coupons and other similar devices.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That any person, firm or corporation who shall sell or deliver to merchants or others any trading stamps, coupon or other similar device, to be used for the purpose of inducing trade or in connection with the sale of merchandise, shall cause to be printed upon the face thereof the value in cash at which the same will be redeemed by the original issuer thereof.

Sec. 2. It shall be unlawful for any person, firm or corporation to sell, assign, transfer, issue or deliver any trading stamp, coupon, token or other similar device to any person, firm or corporation to be used as aforesaid, unless with the written consent of the person, firm or corporation originally issuing same and responsible for the redemption thereof, and no person, firms or corporations shall use in connection with the sale of merchandise any trading stamp, coupon, token or other similar device unless authorized in writing to do so by the original issuer of same.

Sec. 3. Any person, firm or corporation engaged in trade who shall deliver or present to any customer any trading stamp, coupon, token or similar device, which will entitle the holder thereof to receive either directly or from the person issuing same or delivering same or indirectly through any other person either money or merchandise, shall, upon the refusal or failure of the person, firm or corporation originally issuing the same to redeem the same as aforesaid in money or merchandise, at the option of the holder, at the redemption value thereof.

Sec. 4. This act shall not apply to redeemable coupons or vouchers placed by manufacturers in or upon packages of goods sold by them to be redeemed in money or merchandise by the manufacturers originally issuing them.

Sec. 5. Any person, copartnership or corporation violating any of the provisions of the preceding section shall be deemed guilty of a misdemeanor, and upon conviction thereof before any justice of the peace of this State or court of competent jurisdiction, shall be fined not less than $100 nor more than $500 for each offense, and in default of payment of the fine shall be committed to jail for the period of not less than 60 days or more than six months.

* * *

Several peddling bills have been introduced during the session, but none have passed as yet. One of them, House Bill No. 1,159, came up for final passage in the House last Thursday. Its principal provision would have made peddlers take out a license. It is contained in Section 1, which read as follows:

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That townships of the first class within this Commonwealth shall have power to regulate by ordinance hawking and peddling and canvassing from house to house, soliciting orders for the sale of goods, wares or merchandise within such township and require hawkers, peddlers and canvassers from house to house who, soliciting orders for the sale of goods, wares or merchandise, to take out a license and to fix and collect a reasonable fee for such license as provided by ordinance adopted by the Board of Township Commissioners of the township. All such license fees collected are to be paid into the township treasury.

After some discussion the bill was killed by a vote of 101 to 13. It would of course have been of value to every established merchant in all of the small towns of the State. The intelligence which is being manifested by those who are fighting the merchants' bills in the Legislature may be seen from the following, which is a stenographic report of the speech that defeated the bill. The language is word for word:—

Mr. Palmer.—Mr. Speaker, the bill which is before us proposes to do away with a man's going through a township and soliciting orders to do business. This strikes at the man who is willing to go out and try to hustle for a living. Now, the bill provides that in each township in which he goes—the idea is absolutely ridiculous, the idea is impracticable, because there may be 50 townships in a county or there may be 40 or 60, and in each township in which he goes they can levy a different priced license, or in other words it is just going to prohibit these men from doing business. Further, to the people in the country districts it is a convenience, and you propose to stop this for those very people. Where a man is willing to come around and display his goods, mention his price and take the order, there is absolutely nothing in this proposition any more than to defeat some man doing a fair business, who is now paying a mercantile license tax under the laws of this Commonwealth, and I ask this House to vote down this bill.

The Governor has vetoed one of the bills introduced at this session which would have helped merchants. It made it a criminal offense to give a check on a bank where one either had no account or insufficient funds, provided the check was not made good within a reasonable time after it was protested.

* * *

The House defeated the bill providing that all horse-drawn vehicles in first and second-class cities shall display names and addresses of owners.

* * *

The House has finally passed the bill allowing coffee to be sold when mixed with chicory.

* * *

The House has passed the bill amending the Commodities Act of 1913, as outlined a week or so ago in this letter.

R. O. M.

Written for the "Modern Merchant and Grocery World."

Some Experiences of a Business Broker in Selling Grocery Stores

Says He Lost Many Sales Because Seller Could Not Tell Buyer Just How Much Net Profits Were. Fell Down on Costs Too.

I am or rather was a business broker, and believe that some of my experiences while trying to sell grocery stores will be interesting to the readers of your paper, and may be even valuable to them.

My business consisted of finding buyers and sellers for all kinds of businesses, and as there are more retail grocery stores than any other, more grocery stores came into my hands to sell than stores in any other line. In fact I had more grocery stores given to me to sell than I could possibly sell. It was always easy to find grocers who wanted to sell their stores, and usually easy to find a buyer when the store would show up well. Of all the stores put with me for sale during the three years while I was in the business, a very small percentage would stand careful examination.

One trouble I constantly encountered was that grocers who had stores to sell did not have the proper information about their own business. They did not know how much stock they had—they guessed about so much, but as no recent inventory had been taken, there was nothing to go by. This was all right where the arrangement was to buy stock at cost price or so much per cent. below cost price—provided the buyer had enough money to take it if it totalled up $500 more than he expected. But for many buyers it was impracticable to even figure on such a proposition.

The main trouble was with the question of profits—the second question an intending buyer always asks. The first is how much business, and the second how much did it net. In the blank which I had my customers fill up, there were two items—1, gross profit, and 2, net profit. My customers always filled these up, but more often than not it was a pure guess. They had the vaguest ideas about how much money they made. They would know how much the gross profit was, that is, how much they would add to the cost price of their goods, but how much of that was eaten up with the cost of doing business they did not know. One man who had a splendid looking store to sell was doing nearly a thousand dollars a week. He thought it cost him about 10 per

cent. to do business, and if he did he was netting about $5,000 a year. He kept no strict accounts and really did not know how much he was making or spending. I had a buyer who would have taken the store on that basis, but when we got into it, it proved that it was costing the owner over 21 per cent. to do business, and the proposition was really netting almost nothing. The prospective buyer then turned it down, as the return was not good enough for the investment.

There were many such cases. Very seldom did I find a customer who knew to a dollar the inventory value of his stock, the amount of business he did, the cost of doing business, and the exact amount of net profit. Such men never wanted to sell out except for some unusual reason like death or removal.

During my experience one man sold his store to a buyer on the representation that he was making 16 per cent. net profit, which meant a very nice thing. The buyer took his word and made no investigation. After he got in there he said he found that the business was netting less than 5 per cent. and he at once started suit and was even going to have the seller arrested when the matter was settled. I did not believe for one minute that my customer did that fraudulently. He was mixed up and wrong in his figures, as were very many more.

My experience is that a surprising number of business men are deficient when it comes to figuring the cost of doing business. They are good enough outside of that, and they have no idea how much of their gross profit is being swallowed up in expenses. If I started to count it up, I have no doubt I could find twenty-five good sales which I lost through the seller not being able to tell, when face to face with his buyer, just how much he was making out of the business.

* * * *

Philadelphia, Pa., April 19, 1915.

Quaker Oats Company's Great Work for Grocers.

Probably one of the most comprehensive advertising campaigns of recent years has been planned by the Quaker Oats Co. for the purpose of advertising Puffed Wheat, Puffed Rice, and the new product, Corn Puffs. During the months of April, May and June, 24,000,000 copies of wonderfully attractive page advertisements for Puffed Wheat and Puffed Rice will be distributed throughout the country through the leading magazines and newspapers. In addition, the magazines will contain advertisements of Corn Puffs to the extent of some 12,000,000 copies, per issue.

It is the intention of the Quaker Oats Co. to so thoroughly advertise these three popular products that every home in the land will be reached and a great demand for the goods should naturally follow. It should be the part of wisdom for every retail grocer to be prepared to supply the demand that will be created by this advertising, by having in stock a full supply of these three products, the manufacturers of which are engaging in this stupendous campaign, which will naturally react to the benefit of the retail grocers.

The company agrees to relieve any grocer who has too much stock on hand on August 1st, on request, providing such grocer orders at once all three of the products, so as to be able to fill the demand that is being created. This is an offer that will be appreciated by all dealers.—Advt.

They All Come Back for More

¶ In selling necessities of life a little at a time to lots of people, you get your customers to call at your store frequently.

¶ That's one of the big advantages you secure in handling

Fleischmann's Yeast

How About Yourself?

¶ If you eat cereals yourself, have you ever eaten anything as much and as continuously as **Wheatena**? **Wheatena** is the cereal that people don't seem to tire of. It sells and repeats month after month and year after year. The hearts of fancy wheat grains.

¶ We pack **Wheatena** almost as if it was jewelry, and guarantee it no matter whose hands it is in.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n

Full face, not quite life size

Side face, not quite life size

Here's the Biggest Bargain I Ever Saw

¶ We aren't ordinarily in the merchandise business here, but a watch chance has happened to come our way, and it's so splendiferously good that I proposed it be passed on to you.

¶ A *good* open-faced gold-filled watch, thin model, clean built, thoroughbred, made by the famous Knickerbocker Watch Company, of New York, one of the big watch people of the United States.

¶ I get more enthusiastic about this watch ever time I look at it. It's one of the classiest-looking timepieces I ever saw. One of our staff here has been carrying one for four years and it's been taken several times for a $100 watch. You can't tell the difference at all.

¶ Now understand, it won't keep time quite as well as a $150 chronometer, but it *will* keep time well enough for all your purposes or mine.

¶ The manufacturer's guarantee is one of the biggest things about it:—

¶ The movement, a seven-jewel, adjusted, lever movement, is *guaranteed for five years,* not for one year like other watches.

¶ The case is made by the well-known Illinois Watch Company, and is extra heavy, dust and moisture proof. It's *guaranteed for ten years*. Dials either plain white or gold.

¶ We can sell you one of these watches for **Six Dollars,** but you must send the money with your order and also send ten cents for postage. We can't trust anybody on this deal—for it isn't a money-making scheme—we're doing it simply to pass along a good thing to you.

¶ If you don't like the watch after you see it, send it back and we'll return your money. You never had a chance like this before in your life. Address

JIMMY MANDER Special Stunt Man of the "Modern Merchant and Grocery World"
927 ARCH STREET : PHILADELPHIA, PA.

WITH THE EDITOR

Mr. A. M. Howes, secretary of the Pennsylvania Retail Merchants' Association, says in defense of the State Association's bill (now pending in the Legislature) to allow the attachment of 10 per cent. of debtors' wages:—

Debtors' Protection Under Garnishee Laws.

> The Sensenich-Bungard Neeessities Bills exempt 90 per eent. of wages from attachment, place the attachment costs on the creditor, require 30 days registered letter notiee to the debtor and only apply to neecssaries bought after the bill is signed by the Governor. What more protection does the honest debtor need?

He doesn't *need* any more, but he *wants* absolute protection. Those classes of debtors who the labor interests think they are protecting when they oppose this bill, don't want to be compelled to pay their bills at all. They want the thing left absolutely open—unlimited credit, first, and then, if some time they find it perfectly convenient and don't want to spend their money on movies, they may pay their grocery bill. *Make* them pay? What an outrage upon personal liberty!

We have been somewhat surprised that the Pennsylvania Retail Merchants' Association has not been in the forefront of those who are now fighting for a local option law. Our view of local option and prohibition is that their most ardent advocates should be retail business men. Men who see, every day, the money that belongs to them going to saloons and liquor stores. And most merchants of this class are for local option, without a doubt, but some are not, at least, not publicly, because some politician whom they wish to follow is not for it.

Local Option and the Retailer.

The writer, who has been interested in these subjects for years, has found much confusion in the minds of many, between local option and prohibition. The two are absolutely separate and distinct, depending on different principles and different conditions. They have nothing in common and no connection with each other, except that local option may and often does lead to prohibition. And in many cases it does not lead to it, and even then it is a good thing.

A fundamental principle throughout our whole public and private life in this country—in our political elections, in our church elections, in the operation of our association business, is that the will of the majority shall rule. Local option is merely the application of that American doctrine to the liquor problem—do the majority of the citizens of a county want saloons or do they not? No reason has ever been expressed, so far as the writer knows, why the liquor problem is so different from other public questions that it cannot be properly decided by the same majority rule. Every argument that is advanced against local option is really an argument—if an argument at all—against prohibition. The writer has never heard a real argument against local option from anybody who believed in the American theory of majority rule, for it is not possible to frame a consistent American argument against it.

One contention of the liquor interests, in these local option campaigns, has always amused the writer. It is that the majority the people are not in favor of p hibition. The answer of course that if they are not, then no ha can come to the liquor men by local option election.

Part Good and Part Funny.

In a letter sent to this paper President F. B. Connolly, of t National Reta Grocers' Assoc tion, accompan ing the offic programme for next month's co vention, one paragraph meets o hearty approval:—

> Long speeches will be tabooed at this convention. Discussion is what we want. Political activity will also be frowned upon—delegates are not supposed to travel 3,000 miles to a convention to spend their time boosting their favorite candidate for office.

Mr. Connolly has named tw evils which have marked ever mercantile convention which th writer has visited—first, long windy speeches, often about noth ing, and second, log rolling fo offices or favors. Particularly th long speeches—fat-headed speak ers, droning on and on, utterl oblivious of the fact that they wer wasting the delegates' time and bor ing everybody to death. Exasper ation over this cause has almos reached at times the stage of mur derous madness.

After reading the president's vig orous words, it came with a sort o shock to find that the programme committee has seriously set apart a portion of the last day, Friday, for a "debate" on the subject, "Resolved, That our National Association has made great progress during the past twenty-two years"!

Why One Grocer is Against a Garnishee Law

Pittsburgh, Pa., April 19, 1915.

Editor "Modern Merchant and Grocery World."

Dear Sir:—I think the Governor of Pennsylvania is right when he vetoes any Garnishee Law. What right has a grocer to take goods from his jobber and give them away to any person who asks for them and who has no responsibility other than good looks? It is like stealing from one and giving to another. You will find that the cash grocer very seldom goes bankrupt. You will also find that the book people (the credit customers) can be seen mostly, as you say, in the saloons or moving picture shows. I am in business and have not lost over ten or fifteen dollars in three years. I can pay my bills on time and discount every bill that comes due. I have seen a credit customer get groceries on his book (for nothing) and then sell them for half what they were worth, so as to have enough money to go to a show or saloon. If I had a say, I would vote against a garnishee law every time. I remain,

A SUBSCRIBER.

The New York Letter

Bitter Controversy Over Premiums and Coupons. Chief Antagonist is National Retail Dry Goods Association, Which Will Lead Legislative Campaign Against Coupons But Not Trading Stamps. Another New Premium Scheme. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, April 23, 1915.

The principal event of the week has been the continuanee of the sharp and bitter discussion over premiums among the various factors in the premium business. The National Retail Dry Goods Association issued a statement that stringent bills would be introduced into every State Legislature to prohibit the use of coupons and trading stamps. The Sperry & Hutchinson Trading Stamp Co. issued a rejoinder that legislation of this sort has been attempted for 27 years without tangible results. Counsel for the stamp company made a statement in which he said that bills against trading stamps had been introduced in 20 States in the last few years, but had only been enacted into laws in two of them. He said that of 25 trading stamp decisions rendered within a short period by various courts, only four upheld the law the constitutionality of which was in question, and later two of these four were overruled.

Later the National Association issued another statement in which it pointed to five States which it said had recently enacted valid laws against trading stamps and premium schemes. These States were: Colorado, Utah, Indiana, Oregon, California. The association claims that all of these laws have been submitted to eminent counsel and pronounced in their judgment constitutional.

The next chapter in the controversy took the form of a statement issued by

e United Profit Sharing Corporation, hich is now probably the largest pre- ium company in the United States. he substance of this statement is that e coupon companies believe that res- utions looking to the boycott of pre- ium plans amount to illegal conspira- es and are in violation of the Sher- an Anti-Trust Act. According to the hreats of the coupon companies, suit ill be begun upon any individual or ssociation who illegally interferes with eir business.

On Thursday the National Retail Dry oods Association announced that its ounsel had prepared a bill which would e introduced in the Legislatures of all tates, making it a criminal offense to se coupons, but not to use trading tamps. The association explains this pparent inconsistency on the ground hat the trading stamp is a matter be- ween the merchant and his customers.

The text of the association's bill is s follows:—

The people of the State of..... represented in Senate and Assembly, do enact as follows:—

Section —. Dealing in certain coupons, certificates, etc., forbidden. The selling, transferring or issuing of coupons, certificates, contracts or written or printed promises, intended to be used in connection with the sale of goods, and entitling the owners or holders thereof to select or obtain other articles or things of value than the goods sold, where any profit, gain, income or receipts from said selling, transferring or issuing shall accrue to or be received by any person or be contemplated to accrue to or to be received by any person from or through the failure of some of said owners or holders to make said selection or from the failure of some of said owners or holders to present some of said coupons, certificates, contracts or written or printed promises for redemption, is hereby declared illegal and contrary to public policy; and any person, firm or corporation engaged or about to further engage in so selling, transferring or issuing such coupons, certificates, contracts or written or printed promises shall at the suit of the Attorney-General on relation of any citizen, be enjoined from selling, transferring or issuing any such coupons, certificates, contracts or written or printed promises, but without impairing any other remedies of parties aggrieved thereby.

* * *

The Cannery Bill, which aroused enormous protest throughout the State was withdrawn for the purpose of being amended. The draft which was objected to would have permitted employers of women in canning factories to keep them working during very long hours. The amendment provided that where an emergency exists, such as an over-supply of vegetables or fruit, the packer might notify the Labor Department by telephone or telegraph that he intended to work his female employees more than 11 hours a day, and that after this notice was given the packer could work them for 12 consecutive hours between 7 A. M. and 10 P. M. until such time as the excess of fruits or vegetables was disposed of. The new bill came up for passage on Thursday and was defeated.

* * *

Another new premium concern which will establish itself in this State is called "Travel Stamps, Inc." It is a corporation with $500,000 capital, organized under the laws of Virginia and will make its headquarters in this city. The following are the officers and directors: H. I. Miller, M. B. Starring, Newman Erb, Thompson Starr, Esmond O'Brien, A. F. Miller, W. M. Clark, E. B. Oversheimer, R. W. Ely, H. M. Talbot, F. C. Dickson, D. P. Hawkins and M. B. Starring, Jr. The officers are: President, H. I. Miller; first vice-president, A. F. Miller; second vice-president, Thompson Starr; secretary and treasurer, M. B. Starring, Jr.; assistant secretary and treasurer, Esmond P. O'Brien, and sales manager, R. W. Ely.

The new concern's scheme is to sell what it calls "Travel Stamps" to retailers and manufacturers in four denominations, being redeemable for 1 mile, ¼, 1-10 and 1-20 mile. With purchases amounting to 5 cents and over these stamps will be given like trading stamps are. A mile travel stamp, or its equivalent in smaller denominations, will be exchanged by transportation companies for regular passenger transportation, and the company claims to have an arrangement with some trolley companies looking to the redemption of the stamps. It is said that the scheme is strongly backed and will amount to something

At a meeting of the National Food Trades Conference on Friday the following officers were elected: President, Louis Runkel, of the American Specialty Manufacturers' Association; vice-presidents, Frank A. Horne, president of the American Association of Refrigeration; W. M. McCormick, of the United Chamber of Commerce of the

(Continued on page 14.)

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Registered U. S. Pat. Off.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

26

Few merchants could open a store and be sure of a demand for their goods from the start—but the merchant who features nationally advertised products can.

The demand is in the very atmosphere—it continues night and day—it is never satisfied, and every iota of it is created by the manufacturers for the incidental benefit of the retailer.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox's Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine" H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

You Can Smash *the* Competi

Nationally Advertised and Standard Brand of Goods at Prices Never Before Equalle

Also, We Can Furnish You With EXACT DUPLICATES of the GOODS Carried by the Big Retail Catalog Houses at PRICES THAT MORE THAN ENABLE YOU to Compete and Still Make a GOOD PROFIT. This Applies to Goods Quoted in Our Catalog.

WE BUY for CASH and SELL for CASH
Cash Buys at Prices That Credit Cannot Touch
We Sell by Mail. WE HAVE NO SALESMEN

In many instances we FINANCE Manufacturers, and instead of charging Interest, get ou goods at COST of PRODUCTION. We undersell any credit-giving wholesaler, jobber manufacturer. Other reasons why we can sell at such low prices are explained in our Pric List. You must write for it on your business stationery. We have the following departments Grocery, Tobacco, Cigars, Cigarettes, Candies, Dry Goods, Clothing, Carpets, Rugs, Drugs Paints, Wall Paper, Stationery, Hats, Shoes, Hardware, House Furnishing Goods and Furnitur

Send for Our Book on How to Beat Mail Order, Department Store and Chain Store Competition

We publish a 20-page book that gives you all the information you need to solve once and for all the mail order problem in your community.

Here is the information this book gives you:

1st—How to determine the extent of the mail order business in your community.

2d—How to find out who the big mail order buyers are in your community.

3d—How to make these mail order buyers friends of your store.

4th—How to switch them from catalogue buying to your store without giving offense.

5th—How to write letters to mail order buyers telling them of your connection with this great organization.

6th—And a world of other valuable information on the mail order situation.

OUR GUARANTEE: We guarantee to take back any goods you buy from us, an refund your money, if for any reason they are not satisfactory Consult Dun's or Bradstreet's or ANY BANK IN NEW YORK CITY as to our resources and reliability

The HOUSE of ROTHSCHILD

Wholesale Only

30 EAST 23d STREET **NEW YORK CITY**

...ion of The Retail MAIL ORDER HOUSES The BIG CITY DEP'T STORES and the CHAIN STORES

A few items taken at random from our Price List

WE PAY THE FREIGHT ON ORDERS OF $100.00 OR OVER

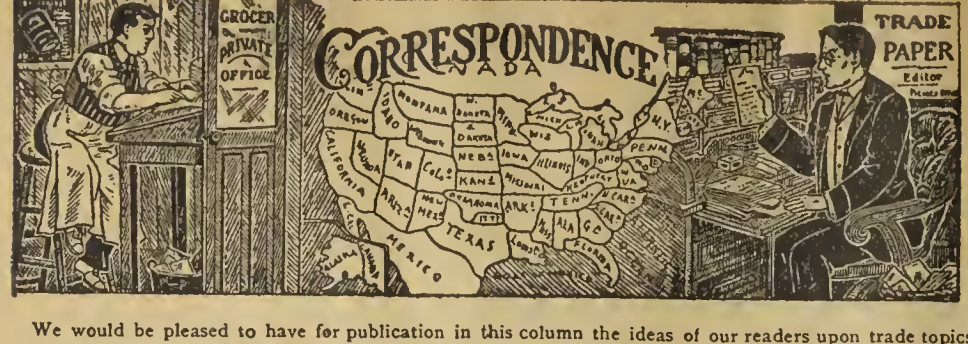
		Jobbers' Price	Our Price	
	All Sugars Market Prlce less 2%			
	Kellogg's Corn Flakes, 3 doz. to carton	$2.80	$2.66	ct.
	Cream of Wheat, 3 " " ...	4.50	4.28	"
	Presto Flour, 18 pkgs. in carton	1.60	1.44	"
	Hecker's Buckwheat, 10c. size, 18 pkgs. in cartou	1.50	1.35	"
	Hecker's Buckwheat, 15c. size, 12 pkgs. in cartou	1.50	1.35	"
	Hecker's Self Raising Flour, 10c. size, 18 pkgs. in carton	1.50	1.35	"
	Hecker's Self Raising Flour, 15c. size, 12 pkgs. in carton	1.50	1.35	"
	Hecker's Farina, 10c. size, 24 pk. in carton	1.50	1.35	"
	" " 5c. " 24 " "	1.00'	.90	"
	Force (breakfast food), 20 " "	2.00	1.80	"
	Postum, 25c. size, 1 doz. in carton	2.25	2.00	doz
	" 15c. " 2 " "	1.35	1.20	"
5	Instant Postum, 30c. size. 2 doz. to case	2.75	2.40	"
5	" " 50c. " 1 " " ..	5.00	4.00	"
7	Grape Nuts, 2 doz. to case	1.35	1.25	"
3	Post Toasties, 3 doz. to case, 10c. size	.93	.80	"
9	" " 2 " " 15c. "	1.50	1.20	"
5	Old Dutch Cleanser, 4 doz. to case	3.40	2.84	case
5	Gold Dust Twins, 100 to case	3.80	3.47	"
3	Grandmas Washing Powder, 100 to case	3.85	3.71	"
9	Star Naptha " " 100 "	3.90	3.65	"
1	Babbitt's 1776 " " 100 "	3.75	3.40	"
8	" Best Soap, 100 "	3.90	3.35	"
4	Fairy Soap, 100 "	4.00	3.50	"
6	Sapolio (Morgans), ¼ gro. to box	10.00	9.00	gro.
5	Bon Ami (Scouring Powder) ¼ gr. to bx.	2.50	2.28	box
6	Babbitt's Cleanser, 50 pkgs. to case	1.95	1.71	case
6	" Potash, 4 doz. to case	.90	.81	doz.
7	Arm and Hammer Soda, ¼s, 36 lbs. to box	.06½	.05¼	lb.
8	" " " ½s, 36 " "	.05¾	.04⅞	"
9	" " " 1s, 36 " "	.05½	.04⅝	"
	" " " Loose, 112lbs. to keg	.04	.03¾	"
0	Cow Brand Soda, ¼s, 36 lbs. to box	.05½	.05⅛	"
1	" " " ½s, 36 " "	.05⅝	.04⅞	"
2	" " " 1s, 36 " "	.05	.04⅜	"
0	Argo Starch, 4 doz. to carton	1.80	1.60	ct.
2	Walter Baker's Cocoa, 6 lbs. to box	.35	.32	lb.
5	W. H. Baker's " 6 " "	.32	.29½	"
1	Hnyler's Cocoa, ½s, 6 " "	.35	.3[illegible]	"
2	Hershey's Cocoa, ½s, 6 " "	.25½	.24½	"
7G	Croft & Allen's Cocoa, 5-lb. tins, 30 lbs. to carton	.25	.23½	"
6	Royal Baking Powder, 10c. size, 4 doz. in case	.86	.78	doz.
7	Royal Baking Powder, ¼-lb. size, 3 doz. in case	1.30	1.17	"
8	Royal Baking Powder, ½-lb. size, 3 doz. in case	2.40	2.16	"
	Rumford's Bakiug Powder, 10c. tins, 2 doz. in box	.90	.83	"
	Rumford's Baking Powder, ½s, 2 doz. iu box.	1.25	1.13	"
	Rumford's Baking Powder, 1s, 2 doz. in box	2.50	2.25	"
	Davis Baking Powder, ¼s, 4 doz. in box.	.45	.40	"
	" " " ½s, 3 " "	.90	.83	"
	" " " 1s, 2 " "	1.65	1.50	"
1	Magic Yeast, 1½ doz. to box	.60	.55	box
2	Yeast Foam, 1½ " "	.60	.55	"
	Eagle Erand Condensed Milk (Borden's) 4 doz. to case	6.25	5.85	case
	Magnolia Brand Condensed Milk (Borden's), 4 doz. to case	4.90	4.41	"
	Star Brand Condensed Milk (Borden's), 4 doz. to case	4.90	4.42	"
	Van Camp's Coudensed Milk, tall, 4 doz. to case	3.50	2.99	"
	Van Camp's Condensed Milk, small, 6 doz. to case	2.40	1.99	"
	Campbell's Soup, Asst., 4 doz. to case	.90	.81	doz
	" Pork and Beaus, 10c. size	.90	.81	"
	Salada Tea, 10c. size	.90	.81	"
7	Lipton's Tea	.90	.81	"
	California Lima Beans, 1914 crop, about 90 lbs. to bag	.06½	.05½	lb.
	Geu. Red Alaska Salmon, 1-lb. cans tall	1.75	1.55	doz.
	Extra Choice Colnmbia River Salmon, ½s, 4 doz. to case	1.35	1.25	"
	Martel Sardines, ¼s, 100 to case	10.00	8.95	case
	" " ½s, 100 "	14.00	13.25	"
	Dromedary Dates, 10c. size, 3 doz. to box	.90	.84	doz.
	Figs, Smyrna Layers, New Fy., 6 cr. 2½ in.	.15	.12¾	lb.
	Apricots, Fancy, 25 lbs. to box	.15	.12½	"
	Oregon Prunes, 30-40s, 25 lbs. to box	.10½	.09½	"
	" " 40-50s, 25 " "	.10¼	.09¼	"
	Peaches, Choice, 25 " "	.10	.07½	"
81	Colburn's D S F Mustard, ¼-lb., 2 dz. to cs.	1.45	1.08	doz.
82	" " " ½-lb., 2 " "	2.65	2.07	"
83	" " " 1-lb., 1 " "	4.50	4.05	"
84	Colman's English D S F Mustard, ¼-lb., 4 doz. to case	1.60	1.44	"
85	Colman's English D S F Mustard, ½-lb., 2 doz. to case	2.90	2.60	"
86	Colman's English D S F Mnstard, 1-lb. 1 doz. to case	5.80	5.20	"
89	Gulden's Sup. Mustard, 10c. size, 2 doz. to case	.95	.87	"
	Blue Label Catsup, small, 25 to case	2.75	2.47	case
	" " " medium, 25 "	4.25	3.80	"
56	Jell-O, assorted flavors, 3 doz. to case	.90	.81	doz.
55	Bromangelon, " " 3 " "	.90	.81	"

		Jobbers' Price	Our Price	
863	Knox's Gelatiue, Sparkling or Acidulated, quart size	$1.25	$1.11½	doz.
861	Cox's Instant Powder (Gelatine), large	1.50	1.30	"
862	" " " " small	.90	.80½	"
	Lee & Perrin's Worcestershire Sauce, sm.	2.50	2.42	"
	" " " " me.	4.50	4.30	"
655	X-Ray Stove Polish, 5c. size, ¼ gr. in box, ½ doz. free	5.00	4.00	gro.
656	X-Ray Stove Polish, 10c. size, ¼ gr. in box	9.00	7.75	"
660	Vulcanol " " 5c. " ¼ " "	5.00	4.35	"
661	" " " 10c. " ¼ " "	9.00	7.85	"
662	Enameline, No. 4, ¼ gro. in box	4.50	8.85	"
664	Bixby's Royal Dressing Shoe Polish	.85	.78	doz.
665	" " " " " 3 doz. in box, with free hammer	.85	.76	"
	Two in One Shoe Polish, 1 doz. to box	.75	.67	"
908	Electro Silicon, 3 doz. to carton	.75	.71¼	"
912	Putz Metal Polish Liqnid, 10c. size	.75	.57	"
98	Peterman's Roach Food, 15c. size	.90	.81	"
	" Discovery (Liqnid), 2 dz. to bx.	.95	.85	"
	Blue Tlp Matches, 100 to case, 5c. size	3.25	3.00	case
	Suuray " 144 " 5c. "	4.25	3.75	"
	Helmar Cigarettes, 200 iu carton	7.75	7.00	M
	Murads " 200 "	10.75	9.75	"
	Camel " 200 "	4.00	3.60	"
	Fatima " 200 "	5.90	5.60	"
	Oasis " 500 "	4.10	3.90	"
	Turkish Trophies Cigarettes, 200 in car	7.75	7.00	"
	Zira Cigarettes, 250 in carton	3.90	3.60	"
	Stag Smoking Tobacco, 5c. case, 2 doz. in carton	.48	.43	doz.
	Stag Smoking Tobacco, 10c. case, 2 doz. iu carton	.96	.86	"
	Priuce Albert Tobacco, 5c. size, 2 doz. in carton	.45	.42	"
	Priuce Albert Tobacco, 10c. size, 2 doz. in carton	.89	.85	"
	Velvet Tobacco, 5c. size, 2 doz. in carton	.48	.45	"
	" " 10c. " 2 " "	.95	.90	"
	Duke's Mixture, 5c. bags, 4 doz. in box	.48	.45	"
	Between the Acts (Little Cigars), 10 iu tin box, 10 boxes in carton	8.00	7.20	M
	St. Ledger (Little Cigars), 10 in tin box, 10 boxes in carton	8.00	7.20	"
	Recrnits (Little Cigars), 10 ln pkge., 500 in carton	4.00	3.72	"
	Horseshoe Chewing Tobacco, 16-oz. plng, 6 lbs. in box	.43	.40	lb.
	Star Chewing Tobacco, 16-oz. plug, 6 lbs. in box	.43	.40	"
	Hoffman Honse (Bonquet Perfecto) Cigars, 50 to box	35.00	33.75	M
	Cremo Victoria Cigars, 50 to box	31.50	29.50	"
	Geo. W. Childs " 50 "	33.00	30.90	"
	Anua Held " 50 "	35.00	33.00	"
	Jas. G. Blaine " 50 "	23.50	21.50	"
	El Principe de Gales (Camelias)	60.00	57.60	"
178	Red Seal Zephyr Dress Ginghams	.09¼	.08¼	yd.
181	Amoskeag A F C " "	.09	.08¼	"
195	Challenge R 36-in. Unble Sheeting	.06	.05¼	"
146	Amoskeag A C A Tick, 32-ln	.12½	.11	"
140	Arlington C W Serge, 35-iu	.30	.22½	"
293	Cream White Wool Flannel, 27-iu. G H No. 3	.19	.15½	"
285	Groveland Medicated Red Twill Wool Flannel, 27-in	.35	.27½	"
286	Scarlet Twill Wool Flannel, J F H 27-ln.	.39	.33½	"
57	Pepperill 10-4 Bleached Sheeting	.25	.21	"
62	Manhattan Bleached Muslin, 56-60, 36-in.	.05	.04	"
64	Chariot Bleached Muslin, 68-72, 35-in	.06¼	.05¼	"
65	Cream of Crop Blea. Muslin, 72-80, 36-iu.	.07	.05⅞	"
72	Wamsutta Blea. Musliu, 36-in.	.10½	.09½	"
86	Dwight Ancor Blea. Muslin, 36-in.	.10½	.09½	"
12	Frnit of the Loom 36-in. Blea. Muslin	.08¼	.07½	"
13	Lonsdale 36-in. Blea. Musliu	.07¾	.07	"
87	Indian Head Shrunk Blea., 33-in.	.08¾	.07⅞	"
88	" " " " 36-in.	.10½	.09¼	"
89	" " " " 45-in.	.13	.11½	"
97	Pepperill Pillow Tubing, 42-iu	.13	.11⅜	"
98	" " " 45-in	.13½	.12	"
124	Cambridge Seamed Sheets, 72x90	4.25	3.08	doz
125	" Hemmed Cases, 42x36	.95	.78	"
126	" " " 45x36	1.00	.82	"
127	Snowflake Seamed Sheets, 81x90	4.50	3 63	"
17	Amoskeag Daisy Flannel, solid colors	.07¾	.06⅞	yd.
26	" 1921 Outing Flannel	.07½	.06¾	"
206	Appleton Swiss " "	.07½	.06	"
27	Amoskeag Teazledowu Outing Flannel	.09	.08	"
102	Wara Colored (solid) " "	.06½	.05⅜	"
224	Algonquin Columbia Standard Prints	.04½	.03¾	"
225	" Liberty 56-60 Shirting "	.04¼	.03½	"
226	" Bay State Shirting Prints	.03¾	.03	"
201	Berkeley Coronet Cambric	.08	.07	"
202	" 60 "	.09	.08	"
204	" Extra "	.14	.13	"
473	Delaware T R Damask, 58-in	.37½	.28	"
475	Mercerized Blea. Table Damask, 64-in	.35	.25	"
7006	Meritas 5-4 Table Oil Cloth	1.85	1.75	piece
7019	Sanitas 48-in. Wall Coverings	1.95	1.80	pc.
1764	Nashua Grey or Tan Col. Blankets, 50x72	.65	.58	pair
2191	Hydegrade Heatherbloom Taffeta, 36 in.	.25	.19	yd.
7005	Barbours F D A Linen Crochet, 12 balls	1.00	.85	box
7088	Palisade E Velvet Rugs, 27x60	.92½	.85	ea.
4010	Willimantic or Merrick Spool Cotton, 6 cord, 200 yards	.44	.38	doz.
7000	Bibb Carpet Warp, 5-lb. cartons	.21	.19¾	lb.

No pieces cut or packages broken.

		Jobbers' Price	Our Price	
750	Quality R C Hospital Gauze, 36-in.	$0.04½	$0.03	yd.
228	" D Table Felt, 54-in.	.35	.26	"
789	" E O Silk Velvet, 17½-in.	.75	.56	"
261	Crompton Velveteens, 22-in.	.37½	.30	"
277	Sunapee Sackings, 36-in.	.37½	.30	"
281	All Wool Tricot, 24-in.	.19	.17½	"
18	Amoskeag Apron Ginghams	.06¼	.05⅞	"
14	Pepperill R, 36-in., unbleached.	.06¼	.05½	"
15	Henrietta L L Brown Sheeting, 36-in.	.05	.04½	"
50	Highland L L Brown Sheeting, 36-in.	.05	.04½	"
53	Piedmont L L Brown Sheeting, 36-in.	.05¼	.04½	"
56	Pickens A 36-in. Brown Sheeting	.06¼	.05½	"
1263	Men's Fancy Percale Stiff Cuff Shirt, sizes 14-17	8.50	6.15	doz.
1270	Men's Mercerized Pongee Fancy Striped Shirt, soft cuff, size 14-17	12.00	9.75	"
1421	Child's Bleached Jap Middy Fancy Band Straw Hat	2.25	1.75	"
1388	Men's Medium Staple Dress Split Braid Straw Hat, 4½ x 2½, 6⅞ x 7¾	10.50	7.05	"
1115	Ladies' Patent Leather Colonial Pump, with bow, size 2½ to 8	1.30	1.05	pair
941	Boy's Tan Khaki Blouse, collar attached, Favorite Brand	2.50	2.25	doz.
926	Nickel Alarm Clock, New Haven make, style jump	.55	.42½	ea.
1003	Rich Make Men's All Worsted Jersey Sweaters, all color stripes, sizes 34 to 44, 1 dozen iu carton	12.00	9.75	doz.
1045	Boy's Oliver Twist Suit, tan and blue lineue	7.50	5.00	"
1065	Meu's Natural Color Palm Beach Suit, silk stripe, 2-piece	7.50	5.00	ea.
1079	Youug Men's Dark Blue Cashmere Suit, fancy stripe	6.00	3.60	"
713	10-Cent Assortment of Old English Gray Enameled Ware, strictly first quality, every piece guaranteed perfect, 32-doz. piece assortm't, retails for $38.40	28.80	22.00	
	We will ship half this assortment as a trial order, retails for $19.20	14.40	11.25	
	1 doz. No. 22 Lipped Sauce Pan			
	1½ " " 1 Pudding Pan			
	1½ " " 1½ Pudding Pan			
	1½ " " 2 Pudding Pan			
	1½ " " 3 Pudding Pan			
	1 " " 1½ Deep Stew Pan			
	1 " " 1½ Shallow			
	1 " " 8 Frying Pan			
	1 " " 10 Flare Edge Dish Pan			
	1 " " 16 English Pudding Pan			
	1½ " " 60 Soap Dish and Draiuer			
	1½ " " 1 Dairy or Milk Pail			
	1½ " " 1½ Dairy or Milk Pail			
	1½ " " 2 Dairy or Milk Pail			
	1½ " " 3 Dairy or Milk Pail			
	1½ " " 12 Basting Spoon			
	1 " " 28 Wash Basin			
	1 " " 240 Preservlng Kettle			
	1 " " 16 Lipped Sauce Pan			
	1 " " 9 Deep Pie Plate			
	1 " " 10 Deep Pie Plate			
	1½ " " 12 Mixing Bowl			
	1½ " " 14 Mixing Bowl			
	1½ " " 16 Mixing Bowl			
	1½ " " 38 Laddles			
	1 " " 6½ Cups			
10 C	Esterbrook's Peus	.52	.45	gro.
152 C-85	Carter's Black Letter Ink, 2 oz. cone shape	3.60	3.20	"
57 C-482	Eberhardt Faber's Mangol Lead Pencil	3.80	3.60	"
75 C-557	A American Velvet Lead Pencil	4.16	3.75	"
15 C	Wax Paper, picnic brand, lunch rolls 12x15, 20 shts. to roll, 100 rolls to cart.	1.85	1.35	cart.
25 C	Ulster Brand Plain White Crepe Paper Napkins, 100 to bond, 1000 to pkg.	.55	.49	pkg.
27 C	Ulster Brand Decorated Napkins, floral design, 100 to bond, 500 to box	.95	.65	box
	Wrigley's Spearmint or Doublemint, 20 pkgs. to box	.57	.52	box
1103	Bromo Selzer, 25c. size	2.00	1.73	doz.
1183	Shac, 25c. size	1.50	1.35	"
1702	Plasters, Blue Jay Coru, 15c.	1.25	1.08	"
1897	Craddock's Blue Soap, 10c. size	.80	.72	"
1902	Johnson's Palm Olive Soap, 10c. size	.90	.80	"
1707	Pond's Extract, 50c. size	4.00	3.60	"
2044	Three in One Oil, 25c. size	1.80	1.62	"
2100	Liqnid Veneer, 25c. size	2.00	1.60	"
1228	Pinkham's Vegetable Compound	8.25	7.67	"
1139	Cascarettes, 10c. size	1.00	.90	"
1142	Castoria, Fletcher's, 35c. size	2.80	2.62	"
1166	Carter's Liver Pills, 25c. size	1.67	1.51	"
1689	Morse's Indian Root Pills, 25c. size	2.00	1.80	"
1862	Sal Hepatica, 25c. size	2.00	1.80	"
1333	Mellin's Food, 75c. size	6.50	5.69	"
1219	Eskay's Food, $1.00 size	8.00	7.00	"
1080	Black Flag Insect Powder, 25c. size	2.00	1.80	"
2129	Pills, Qniniue, 2-grain per bot., 100,		.18	bot.
2207	Epsom Salts, 1 lb. pkgs., " doz. lbs.,		.68	doz.
2210	Sulphur, 1 " " " " "		.65	"
2213	Rochelle Salts, 1 " " " " "		3.75	"
2215	Cream Tartar, 1 " " " " "		4.35	"
2217	Salt Petre, 1 " " " " "		2.00	"
2220	Borax Powder, 1 " " " " "		.35	"

Terms: Net Cash with order. We pay freight to your railroad station on orders of $100 and over



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not bold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Another Collection Agency.

Asheville, N. C., April 20, 1915.
To the Editor.

Dear Sir:—Can you tell us anything about the Washington Clearing House Association of Washington, D. C.? They claim they can collect old accounts, but we have been bitten so often that we hesitate.

We enclose stamp for reply.

Respectfully,
YATES & MCGUIRE.

This is a new one—we never heard of it. Has any subscriber? The crux of the thing is the contract they ask you to sign. Send it in and let us look at it.

* * *

Listing Deadbeats.

Butler, Pa., April 15, 1915.
To the Editor.

Dear Sir:—A. M. Howes, of Erie, requests us to write you for information in regard to our right to issue a list of "dead beats" in the borough.

We are sued for placing a man's name on our list and our case comes up very soon. Will you kindly give us all the information that you can at the earliest possible date?

Very truly yours.
NATIONAL AUDIT CO.,
Alfred A. Wood, Manager.

It has been suggested to the National Audit Co. that the question they inquire about is purely a legal question, and should be asked of their attorney. Doubtless they are represented by one, as they have been sued.

* * *

Who Knows the "Mercantile and Physicians' Reporting Agency?"

Wrightsville, Pa., April 17, 1915.
To the Editor.

Dear Sir:—Kindly advise us through your columns what you know about the Mercantile and Physicians' Reporting Agency of Albany, N. Y.

Respectfully,
H. W. HUNTZBERGER.

We know very little about the concern named, except that it is an ordinary and typical collection agency. We are inclined to ask to "be shown" with every collection agency that masks the identity of the individuals which compose it, behind a general name like "Mercantile and Physicians' Reporting Agency." Perhaps it is not always done for this reason, but using that kind of a name makes all kinds of trouble for people who might want to enter suit for money collected and not turned over.

What sort of a contract do these people ask you to sign?

* * *

Makers of Steel Drums for Coffee.

Baltimore, Md., April 20, 1915.
To the Editor.

Dear Sir:—Would thank you to advise us name of manufacturer of steel drums for whole and ground coffee if you know of any.

Thanking you in advance for the courtesy of a reply, we are,

Your friends,
PARRISH BROTHERS, INC.,
W. T. P.

The Heekin Can Co. of Cincinnati, Ohio.

* * *

The Underwriters' Collection Scheme.

Scranton, Pa., April 13, 1915.
To the Editor.

Dear Sir:—A copy of your March issue has been forwarded to me, calling my attention to your comments on the Commercial Underwriters' scheme of collections. I am president of the National Commercial Underwriters, Inc., and hold the copyright of the book known as "Your Own Sure Collector," which, although it is along the lines of the Commercial Underwriters' system, is quite an improvement over theirs, and I am sure is perfectly legal in every way.

You state in your reply to an inquiry that the Commercial Underwriters' system did not fit the Pennsylvania collection laws at all, and was grossly illegal and improper. Now I have had my system thoroughly examined as to its legality in every way by an attorney who has given me his written opinion stating this fact. From the results obtained by our local merchants covering Scranton and Wilkes-Barre, I am sure that my system would be a great advantage to all grocers and general stores. I am considering advertising it thoroughly, and believe your paper would be a good medium for this purpose, but, of course, unless you approve the system this could not be done. I would like to send you a copy of "Your Own Sure Collector" to convince you of its merit. Kindly let me have your view on this matter.

I beg to remain,

Very truly yours,
NATIONAL COMMERCIAL UNDERWRITERS,
A. Striepeke, Pres.

This concern sent on a copy of its form letters for the opinion of this paper. The scheme is much like that of the "Commercial Underwriters" and apparently one of them is an imitation of the other, though we do not know which is the original.

We have carefully examined the form letters used in this scheme, and find all of them unobjectionable except No. 3, which we believe to be illegal under the laws of Pennsylvania. It is as follows:—

LAST DEMAND.

.....
.....
.....

Last demand is herewith made on you for all earnings earned by you during the preceding thirty (30) days, and not otherwise exempt by the laws of the State, to be applied on your account to the sum of $....., including interest, which you owe us for.....

Signed.....
[SEAL]

Dated.....

We regard this as an illegal and intimidative method of obtaining money, for the reason that it is an attempt to make the debtor believe that some of his wages are subject to the legal demand of the creditor—in other words, not exempt from such a demand—whereas wages in Pennsylvania are not attachable and are not subject to any legal demand at all. We feel very clear that if some debtor raised the question the merchant using this letter would be placed in an uncomfortable position.

* * *

The Kellogg Decision Was Not on the Merits of the Case.

Battle Creek, Mich.,
April 19, 1915.
To the Editor.

Dear Sir:—Doubtless you have been advised of the decision of the United States Court at Detroit, handed down on April 15th in the case of the Government against Kellogg. This decision is not in any sense a determination of the questions at issue in the much discussed suit of the Government against this company, nor of the right of a manufacturer to protect resale price on his product. It is merely a ruling on a formal, preliminary motion and its only result is that the case must be tried on its merits. The point on which motion to dismiss was based but one of the issues involve which testimony must now be t and judgment rendered.

We are writing this letter to because of the garbled account pearing in the daily press. T accounts we realize are likel mislead the trade paper publis and we wish to clear up the m in order that your account, if publish one, may be correct.

KELLOGG TOASTED CORN FLA COMPANY,

THE NEW YORK LETTER

(Continued from page 11.)

United States; William H. Killia the Oyster Deals and Growers' A ciation; C. F. Mueller, Jr., chairma the macaroni section of the Ame Specialty Manufacturers' Associa secretary and treasurer, John A. G of the National Retail Grocers' A ciation of the United State; Exec Committee, the officers and A. P. band, of the Millers' National Fe tion; Edwin J. Gillies, of the Nati Coffee Roasters' Association, George W. Hopkins, of the Lo Wiles Biscuit Co.; Committee on laboration, A. C. Monagle, of Franco-American Food Co.; Miss H Louise Johnson, of the General Fed tion of Women's Clubs, and Miss M A. Wood, of the New York Federa of Women's Clubs.

A resolution was adopted protes against any change in the present mi flour law and also a resolution aga changing the present net weight l not only in New York State, but e where. The conference placed itself record as favoring uniform food l

SUMMARIZED MARKET CONDITIONS

Tea quiet and unchanged. No f ures except a continued shortage in prices of India-Ceylons. The new season is expected to be late.—Co dull and sluggish on account of l receipts of Santos and Rio. Prices fairly steady on about unchanged b —Sugar unchanged. Raws about on week's basis, with no pressure eithe sell or buy. Refined sugar unchan —Prunes still dull and unchanged prices, both spot and future. S short-crop talk from the coast. A cots, peaches, raisins and other d fruits are all very quiet and unchan —New domestic sardines have ope at $3 for key-opening cans of qua oils. Other canned fish unchanged.— canned vegetables unchanged and moderately active.—Wheat unset and high, with fluctuations occur every little while. Market is still tween $1.60 and $1.65 per bushel.—F very dull, sales being for wants o but quotations as high as $8 on s brands of spring patents.

Plenty of Florida strawberries coming North, but the quality is notl extra. Prices range from 25 to cents. South Carolina, also Louisi will begin to ship in about a week.

A New Square Deal Business-Bringing Advertising Campaign

A Positive Business Builder Without Objectionable Features

AN IMPORTANT ANNOUNCEMENT

We originated and popularized the old-style Piano Contest plan of increasing the retail merchant's business. It was a great success, as thousands of merchants throughout the country have testified.

We now announce an Advertising Campaign that is bigger and better than any yet devised, and we have so perfected our System that we are now ready to sell it under a POSITIVE GUARANTEE to increase the merchant's business or not COST HIM A PENNY.

Merchants buy our Advertising Campaign because it is reliable and because we give them a square deal. We never ask a customer to settle until he has received the goods with advertising service.

Some Things Other Merchants Have Accomplished With Our Advertising Campaign

They have doubled their cash business: "We doubled our cash business."—Kimball Merc. Co. "Our Advertising Campaign closed Saturday night with the largest cash receipts in our business career (seventeen years)."—J. J. Geltz.

They have moved surplus goods, odds and ends, etc., and converted them into cash without discount: "We recommend the plan to any merchant wanting to clean up stock and turn it into money at regular prices."—Moser and Snyder.

They have overcome the effects of hard times and dull seasons: "It also made 1914 the banner year, showing a 25% increase, while most of the merchants in this section complained of a decided falling off in trade."—Paul P. Platz.

They have quickly pulled in the cash with which to pay bills, take discounts and buy more goods: "More than $500 were paid in on accounts and due bills in one hour. My business increased more than 57% over the same period last year."—A. B. Woolverton. "The last day's cash sales amounted to $2,334.10, and the total amount of cash rceived that day was close to $5,500."—Brainard-Corbin Hdw. Co.

They have "bottled-up" trade and taken in hundreds of dollars in cash to be traded out later: "By using your late feature (copyrighted) of Pledge of Patronage Cards, the increased trade is still coming and will continue to come the entire year."—P. P. Platz. "We did use the Cards and have about $7,000 in these Cards which will be traded out this year or has been and much more with it."—Ford & Cleveland.

They have greatly enhanced their good-will by securing many new and permanent customers: "My business increased permanently as I now have regular customers that I gained at the time who had never been my customers before."—W. R. Bowers (two years after using the Campaign). "I feel safe in saying that we made between 130 and 150 new customers, and possibly more than that."—H. M. Woods.

A Distinctive Business Building Campaign Did the Work for These Merchants

Your business may need such a Campaign. It is impossible to give even an outline of the benefits of this Campaign in this limited space. You can have the **exclusive use of the Campaign in your line and your trade territory,** if you act quickly.

Write to-day without any obligation on your part for full particulars. If you have any doubts as to the reliability of the house or the merits of the plan, ask the "Modern Merchant and Grocery World."

Boston Piano and Music Company, Inc.

W. F. MAIN, *Pres. and Treas.* : : IOWA CITY, IOWA

The Grocery Markets

Tea.

There has been no change in the tea market during the week. Average grades are in fair, every-day demand, at steady and about unchanged prices. Advices from London state that low grades are selling at around 23 cents, which not long ago were easily obtainable at about 9 cents less than that. There is no immediate change in sight.

Coffee.

The demand for coffee is quite small and the general feeling is dull. Only those buyers needing coffee are buying it. Good roasting Santos commands the same premium which it has commanded for several weeks, and ordinary grades are still in buyer's favor. Prices show no change for the week, and no indications of any change of moment. Options have shown some little tendency to advance, but this has not affected actual coffee. Mild grades are unchanged, although the lower grades are heavy. Mocha and Java unchanged.

Sugar.

The sugar market is about unchanged for the week, with a very small consumptive demand, although as the week closes this has somewhat improved Raw sugar has receded a little from the advance of the week before, and as the week closes is about on the same level that it was before and has been for some weeks. Refined sugar is unchanged and quiet.

Syrup and Molasses.

Glucose has advanced 10 points since the last report, owing to the high price of corn, but compound syrup did not advance in proportion. The demand is very light and the season is over. Sugar syrup and molasses are both being bought in a very moderate way for manufacturing. Prices unchanged.

Fish.

The fish market is exceedingly dull. Mackerel are not wanted and the market is sluggish and inclined to be in buyer's favor. Cod, hake and haddock are quiet and dull; their season is about over. Salmon is unchanged throughout; demand fair. Domestic sardines are about unchanged from a week ago; demand moderate only. Imported sardines unchanged and fairly active.

Canned Goods.

Tomatoes show no change for the week, although there is a slightly firmer feeling in primary markets. It is still possible, however, to buy more tomatoes than one wants for the same price that has been ruling for several weeks. The demand is quiet. Corn and peas, both spot and future, are entirely unchanged and in moderate demand. Apples are still cheap and very dull. California canned goods on spot are unchanged and quiet. Some packers are out with new future prices, but are doing very little business. Small Eastern staple canned goods are unchanged and dull.

Dried Fruits.

Prunes on spot are very much neglected. Prices unchanged. Future prunes are also neglected and are inclined to be a trifle easier, some packers being now willing to sell the four sizes without any premium for 40s. Peaches and apricots are very dull and show no change. There is no demand as yet for future peaches. Currants, raisins and the balance of the dried fruit list are all very quiet and unchanged in price.

Beans and Peas.

Pea beans are a trifle higher, possibly 15 to 20 cents a bushel. The demand improves as the price advances. Marrows are also somewhat higher, the general feeling in both sizes being firmer than for some time. Alleged scarcity is at the bottom of it. California limas are rather sick and some sales are reported in New York as low as 5½ cents in a large way. This probably is exaggerated, as the past prices locally are 5.80 cents in a large way. Green and Scotch peas dull and unchanged.

Butter.

The consumptive demand for butter is about normal for the season and the market is steady and healthy. Receipts are being absorbed on arrival at prices 2 cents lower than a week ago. From now on there should be a steady increase in the supply of butter and a slight decline in price, if there is any change at all.

Eggs.

The egg market is firm at an advance of a ½ cent per dozen, both for consumption and storage; the demand is good. Arrivals are very fancy, as is usual at this season, and the market will continue strong and healthy as long as the storage season lasts.

Cheese.

The cheese market is firm and unchanged, with stocks of old cheese becoming rapidly reduced. The market conditions seem perfectly healthy throughout. Some new cheese is arriving, meeting with a ready sale at 1 to 2 cents per pound below the price of fancy old. There will probably be very little change in the market at all until after grass cheese begins to arrive in June.

Provisions.

All smoked meats are in fair consumptive demand at unchanged prices. Stocks are reported ample for the demand, and the market is not likely to change in the near future. The consumptive demand will probably increase from now on. Pure lard is steady and unchanged, with a fair consumptive demand. Compound lard shows an increased consumptive demand and a fractional advance of probably ⅛ cent. Barreled pork, canned meats and dried beef are all unchanged and in moderate demand.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Preparation for the work of the coming canning season is being made in the expectation that the revival in all lines of business will be in full swing before next fall, and the canned goods market having been among the first to suffer from the ill effects of the depressed conditons since July last, should be among the first to feel the good results of the recovery. The average canner seems to be a natural born optimist, and a believer in the theory that where you lost your money is the place to find it. In the last two seasons they certainly have had mighty lean pickings.

The large buying of tomatoes during the last three weeks or more would, in any ordinary time, have caused some improvement in the market prices, but the country canners have been willing to part with their holdings and start the canning season with a clean slate. How much longer they will be able, or willing, to supply the demand for tomatoes at the present low prices remains to be seen. During this week the shipments of tomatoes were even more widely scattered throughout the country than they were in the week previous, which shows that this market continues to be the cheapest source of supply. There is good ground for expecting not only a continuation of the demand for the goods during April, May and June, but a large increase in the buying as the spring and early summer requirements are developed.

Spot corn was active during the week, especially for the better quality, and there was some buying of future corn as well. Sweet potatoes, spinach and string beans were fairly active, without any changes in the quotations. For the other vegetables there were only the usual small orders coming in daily.

The spring crop of spinach will be ready for canning and shipping in May, and the jobbers have commenced to buy it for early shipment.

For canned fruits the market here continues to be dull and uninteresting. The buying of them for several weeks has been in small lots, usually to fill up assorted carload shipments. The price changes have been unimportant all winter. There has been more inquiry for pears, however, and any buying movement in them will find light stocks here to draw from. They are worth looking after now. Up to date, there has been no interest shown in any lines of fruits for future delivery.

The buying of cove oysters was again fairly active this week, and the outlook is rather encouraging. They are worth attention.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Imported Fish Specialties.

As far as a report is concerned, this last week resembles its predeeessor so much that in writing the market report for the past week we could simply repeat what we said in our last market report almost word for word.

Wall street, with its big day of trading and reported big profits made by certain individuals, has created a better feeling in general. It is generally believed that prosperity and big trading in Wall street and a bull market usually precede a revival in general business. Let us hope that this is the truth, because we certainly do need it. As we have stated before in our market letters, there is no lack of orders, and if we could only secure all the goods that we have inquiries for, we would be doing a land office business, and a larger business than we ever did before. Unfortunately, our troubles in securing goods still exist, and are likely to continue until this war is over.

There has been a marked improvement in the demand for imported sardines, whether stimulated by the coming warmer weather, which usually brings a better demand for sardines, or reports of higher prices from abroad on account of the advancing prices of raw materials, we, of course, cannot say, but the fact is that the demand has been decidedly better than for several months past.

STROHMEYER & ARPE Co.
New York.

Evaporated Apples, Etc.

The evaporated apple market is very quiet here, with no important trading taking place. Holders expect they will have no difficulty in cleaning up their stocks before another crop, and as buyers' ideas are below the sellers', practically all the stock is going into cold storage.

There are no new orders coming from Europe, but some jobbing orders are now being filled on the basis of 7¼ to 7½ cents for prime, 7¾ to 8 cents for choice and 8 to 8½ cents for fancy, all in 50-pound boxes.

There is also a little speculating in 1915 crop apples for October-November shipment, at 7 to 7¼ cents in 50-pound boxes for prime.

There is very little call for raspberries, but at the same time offerings are very limited. The market is quotable at 25 cents per pound in barrels.

C. C. HALL
Rochester, N. Y.

MARKET NOTES.

Florida tomatoes are not running very good, $1 to $2.75. The only fancy tomatoes on the market are repacked and bring $3.75. Hothouse tomatoes average 20 cents.

Nearby points are now shipping asparagus—Jersey grown being 25 cents a bunch. The bulk of the supply is still coming from South Carolina, Georgia, North Carolina and California. The finest California asparagus brings $2.50 per case.

New potatoes are comparatively cheap—$3.75 for No. 2s and $5.50 for No. 1. The demand is good.

Salad is coming from Florida, North Carolina and Virginia and ranges from 25 cents to $1.50. The bulk is from North Carolina.

Florida cucumbers range from $5 to $6 per basket and hothouse from $7 to $8 per box, or around $1 per dozen.

Mr. Up-to-date

You should always carry stock of

MAPLEINE

The last word in flavors

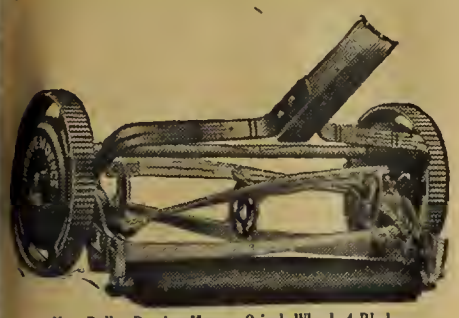
ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Buy the Best "PHILADELPHIA" Lawn Mower

THE STANDARD OF THE WORLD

All Knives Vanadium Steel



New Roller Bearing Mower, 9-inch Wheel, 4 Blades

Twenty-one Styles Hand Mowers — Six Styles Horse Mowers

ALL HIGH-GRADE

Don't purchase Mowers until you see our line

The Philadelphia Lawn Mower Co., *MAKERS OF High-grade Mowers,* **Philadelphia, Pa., U. S. A.**

The Wise Grocer and the Baking Powder Salesman

"Yes, young man, I know all about that baking powder, but I don't want it. I bought some once because I thought it would pay me a big profit, but my customers didn't like it and I could hardly give it away. There is no profit on anything until it is sold. I can **always** sell **Royal Baking Powder** and **Dr. Price's Cream Baking Powder;** they please my customers and pay me best in the long run."

Be a wise grocer and push the baking powders that **sell** because they are best known and in greatest demand, and **give satisfaction.**

ROYAL BAKING POWDER COMPANY—NEW YORK

Why Not Sell Imported Cheese?

You will sell more cheese if you tell your customers you are buying your Emmenthaler, Roquefort, Camembert and other fancy cheese from **Carl Wilde,** Philadelphia's largest cheese importer, because he has the reputation of handling only the best. Owing to his enormous business he is able to sell you at the price of ordinary cheese.

Also—tell him what you need in Delicatessen and Fancy Groceries. His stock is complete and his prices right. Once a customer always a customer.

CARL WILDE, 357 N. 2d St., Philadelphia

Hobart Electric Meat Chopper

No. 24

Same as cut shown

½ H. P., 60 Cycle, 110 Volt

COST NEW $165.00

This machine is good as new, will sell for

$100.00

H. F. HEACOCK

51 N. 2d St., Philadelphia

Government Says It Has Revolutionized Quality of American Sardines

By Showing Packers How to Stop Throat-Cutting Competition and Pack Better Goods, an Improvement of Thirty-three Per Cent. Resulted in Last Season's Pack. Prices, However, Did Not Improve Accordingly. Where the Packers Former Methods Were Bad and How They Have Been Corrected.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
April 22, 1915.

The pack of American sardines during the past season was improved 33 per cent. in quality, according to the food specialists of the United States Department of Agriculture, who have been conducting an experimental laboratory at Eastport, Me., during the past two packing seasons. This has been brought about by the fact that the demonstrations in the laboratory have shown the Maine canners the advantage of improved methods and of striving to make a quality sardine to meet the demand for a better class of goods which the war's interference with imports has largely increased. Before the laboratory was established the Maine packers were competing bitterly amongst themselves in an effort to produce a can of goods that could be sold at some profit for the low prices then offered by the jobbers and the wholesalers. Under such conditions the packing establishments naturally had a tendency to work for speed rather than quality in packing.

Under the old form of competition some of the packers paid very little attention to the character or size of the fish and some at times packed alewives, silver hake and smelt as well as the small herring which is the American sardine. They also frequently packed what were known as "feedy" fish. These were fish that had fed plentifully on a microscopic crustacean and small shrimp. When the fish were packed with their bodies full of this feed, changes in the food had a tendency to soften the flesh of the fish, with the result that they broke before placing them in the cans. After the packers began to compete on a quality rather than a cost basis a simple way of doing away with "feedy" fish was employed. All that is necessary is to leave the sardines for a short time in the weirs in which they are caught until they can digest the shrimp and small crustaceans.

Another tendency under the former hurried methods of packing the fish was to over-salt them or to leave them too long in brine in the boats which bring them from the weirs. In other cases the fish were mutilated by bad handling or kept so long before cooking that they lost much of their flavor. Excessive salting also destroyed the delicate flavor of the fish and made them "salt fish" rather than oil-canned fish. Under the new methods the boats are equipped with better tanks and care is being taken to get the fish quickly to the packers and into the steam cooker or fryer in good condition.

In preparing the fish for the cans, especially in the case of small fish, there was a tendency, because of the haste, to pull their heads off with fingers instead of cutting them properly with shears. This pulling or "snipping" as it is called, frequently left portions of the hard gills of the fish in the can and these gills frequently separated from the fish, leaving inedible portions in the oil and giving it an undesirable look. Under the new competition in quality, fish are being brought to the packing houses in much better conditions and are being handled there much more carefully so as to get them into the cans in as nearly perfect condition as possible.

The most marked improvement, however, has been the interest the packers have taken in cleaning up their factories, especially in seeing that the flakes on which the fish are dried, the steam cookers and the other machinery for handling and canning are kept in good condition. Under the old system not only the condition of the floors but of the tables as well, was frequently disregarded. This year practically every factory in Maine has cleaned its floors and put its tables and other working equipment in such shape that a clean product can be produced. The factories are also prohibiting the throwing around of refuse and requiring the cleaning up of floors and other parts of the factory as rapidly as they are soiled. In the case of the flakes or wire-mesh frames on which the fish are dried and then sent into the steam room, the greater attention to cleanliness has had a marked effect on the appearance of the canned product. Under the old system when these flakes were not always cleaned after each run, parts of the cooked fish clung to the meshes. It was found that these fragments of fish and the condition of the flakes made it practically impossible to produce a can of sardines in clear, clean oil, as the fragments on the flakes would stick to the new fish and color the oil in the can. During the last season practically all of the packers paid marked attention to these matters, with the result that this year's product in quality of fish and oil is held by experts and by the trade to be far superior to the previous runs.

HOLT.

The House of Rothschild.

This firm was recently establis with the avowed intention of selling retailers the same class of goods mail order houses sell to consumers, a price that will enable the dealer compete with the mail order houses make a nice margin of profit.

The firm is really a buying agency dealers, and because of the fact t Mr. Rothschild, the head of the fi has for years been financing manuf turers, they are able to obtain goods rock bottom prices. They claim to able to duplicate the goods Sears, R buck & Co. and the National Cloak Suit Co. sell from their catalogues. T firm issues a catalogue in which th compare their prices and the prices the mail order houses. No goods sold to consumers. Merchants m send their orders in on their station and cash must accompany the order

While it was the intention to only dry goods, notions and hardwa for the first six months or a year, t number of calls the firm has had f groceries has induced them to inclu staple foods in their list.

According to the report issued to t mercantile agencies, the concern see to be well fortified with ample capit

Rhubarb is now coming from near points and ranges from 2 to 2½ cen The demand is good.

WANTED USED NATIONAL CASH REGISTER
Must be modern, a check thrower, in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?
Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

F. T. Mykrantz believes in the Westfield campaign because it has directly increased sales in his seven busy stores. He believes that this advertising by the Ladies' World and McClure's Magazine along with the Ohio State Journal (or your local paper) is a most powerful force for making money for himself. "We have recently placed our second order with the Pompeian Company in two months and are writing them, expressing our appreciation for this high class publicity to which we give full credit for the remarkable increase in the sales"

(Signed)
F. T. MYKRANTZ.

How a Druggist Beat the Grocers at Their Own Game

F. T. Mykrantz has only three chances to your twenty-six to make money out of this Westfield sales building plan. But he has made them coin money for him.

For instance, in his seven stores he has increased his sale of olive oil by five times. 90% of this new business has been for Pompeian Olive Oil.

Mykrantz is the drugstore wizard of Columbus, O. He has watched the Pure Food Movement grow,—has noted what Westfield's endorsement means to products.

When the Ladies' World and McClure's Magazine started a national campaign for goods he was selling or was going to sell, he figured how he could get aboard. When the Ohio State Journal, along with 102 other great daily newspapers brought the campaign right to town, he figured harder how he could get aboard. When he realized that right past the doors of his stores were going people who believed in the Westfield endorsement and in this campaign for the goods below—*he got aboard.* He wasn't asked. *He got aboard for all there was in it, and his cash registers sing to the wisdom of Mykrantz.*

You can get aboard. Stick this sign on your window. It is the indication to all that you're a Westfield Grocer. It's the magnet to pull into your store all those people who are being converted to buy Westfield goods.

If Mykrantz found this campaign increased sales, why don't you see what it can do for you?

A postal or letter to Dealer Service Department, McClure's Publications, Inc., McClure Building, New York, will bring you a copy of the Wesfield Book of Pure Foods—a Westfield Transparent Sign for your windows—and a 56-page book in full colors offering suggestions on window trimming. ALL FREE.

Push these Products and profit by their advertising

Every Product shown here has been tested at Westfield and found pure, clean and wholesome

You Can Leave Your Manners at Home When You Go on the Road, But You've Got to Have 'Em in a Retail Store.

Ain't it funny how much more manners count in the retail business than they do in the wholesale?

Ever think of that?

I can be the biggest hog that ever grunted. I can growl at my customers, and treat 'em something fierce—I mean only in my manners, understand—and if my goods are what they want, they'll still buy 'em, though they may hate *me* like poison.

Of course if I and another man go into your store to sell sugar, and that's all we've got to sell, and both of us have the same price, and the other fellow's a gentleman and I'm a pole cat, the other man'll get it. But it ain't often that everything's so even as that.

Now just think how plumb different the retail business is. Women buy most of the stuff at retail, and no matter how good your goods are, if you snap at 'em, or smooth 'em the wrong way, it's all off.

Why listen here. I heard a woman say only last Sunday that she'd rather buy second-class stuff from a clerk that had good manners, than to buy first-class stuff from one that hadn't. That's the way *they* feel about it.

I know a salesman that's been on the road for forty years. He was an old road man when I first went out, though I'm no last year's man myself. He reads the "Modern Merchant" and he's going to see this, and Lord how he'll roast somebody when he reads it!

This man—call him Tom—has more customers that stick to him than any salesmen I know except one. Yet he almost never gives 'em a civil word. He's always got a grouch on. How he gets away with it I'll be darned if I can see, but he does.

I'll never forget the first experience I had with Tom. He was talking with a customer of mine when I blew in, and I heard his line of dope. Why he told the customer to go to hell! The man he was asking for orders! But that ain't all—he told him to do something else that I can't even hint at—told him right out.

Things fellows fight for, you know what I mean.

Customer get mad? Not a bit—gave him an order.

I walked up to take my turn with my jaw dropped.

"Would you mind telling me if that's the way that fellow usually sells goods?" I said.

"Who, Tom Brown? Sure, that's Tom. I never saw him any different."

"Well, how is it he can put over such a line of talk as that? If I did it I wouldn't last a minute."

"Oh, Tom's been coming around a good many years, and there isn't a straighter man alive. If he tells you a thing, you can forget it—it's so. He may cuss you while he's telling you, but it's the truth you're getting just the same. He sells a good line of goods, too. Nobody thinks anything about his manners."

See how it is?

Since then I've got to know Tom pretty well. He's never yet handed any decent treatment to me. I often wonder whether it ain't my wife talking to me.

And yet there ain't a man on the road I'd sooner go to if I was in a hole. He'd be right there with the goods, Tom would, I'll bet a dollar.

As I told you, I've had some years on the road, and I've sponged up a bundle of news from time to time. I can't remember a single case in my territory where a salesman's ever lost a customer just because he had rotten manners. I've strained my old brain plumb hard, but I can't dig up one. Plenty of salesmen have lost out because their customers didn't trust 'em—that ain't what I mean at all—I mean through bad manners alone. Rough talk and that sort of thing.

It shows that us fellows in the trade have more sense. We see the goods first and the fellow that's selling 'em second. There's nothing else to it, since it's goods we're buying and not manners.

I was standing in our salesroom one day last summer when a little fellow came in and walked up to our head buyer. I knew him. He was a crooked little broker that nobody would trust up one flight of steps with a plugged nickel. I knew for a fact that our buyer had practically kicked him out of the store twice. Part of it was because he was crooked, and part was because no clean fellow liked to have him around. He was dirty.

Can you think up a worse combination than that?

All right. I knew all this as he came up, and I expected the buyer would kick him out again on general principles. Nothing doing. He looked at the fellow's samples and gave him an order!

"Well, you sure surprise *me*!" I said. "Why I wouldn't think you'd let that fellow come in the place!"

"Why not?" he said. "If he's got something I want I'll buy of him if he's the devil. I despise the very ground he walks on, but I'm not going to let that interfere with business."

Well, I suppose that's good common sense. But it ain't so in the retail business. You let a fellow open a retail store and advertise himself—I don't care how he does it—as being filthy and crooked—where would he get off? Why he couldn't sell stuff good enough to get people in! Women would go in there once and if they didn't like what they saw, they'd not only s out after that, but they'd roast place to their friends. "Don't go in that store down on Jack street! I never saw such nails anybody in my life! And the was rude to me, too!"

Ain't it queer?

THE STROLLER

Pennsylvania Organizatio Notes.

The York Chamber of Commerc working hard to foster "Buy at Ho spirit.

* * *

The Lancaster Board of Trade working hard on a "Buy at Ho campaign.

* * *

Stroudsburg merchants are arrang for a Boosters' Week, to comme May 3d.

* * *

East Stroudsburg merchants form an organization on April 13th, with following enrollment: C. W. Smi W. A. Hughes, A. B. Meichner, M Fall and Warne, S. Schultz, Jos Weiss, A. Engelhardt, Julius Viechnel L. F. Salathe, Karl von Krug, T. Drake, J. M. Wyckoff, W. B. Willia M. E. Brown, F. J. Kistler & Son, E. Williams & Son, W. H. Loder, See Rosenkrans, Harry J. Hufford, L. Sopher, V. S. Loder, H. E. Triebe Charles H. Drake. The following o cers were elected: President, See Rosenkrans; vice-president, V. Loder; secretary, H. E. Triebele; trea urer, Frank J. Kistler; Committee By-Laws, F. A. Wyckoff, Charl Smiley, Harry J. Hufford. The Organ zer spent two days with the Ea Stroudsburg merchants, found them keen, alert lot of business men, wi splendid stores, all clean, well stock and a credit to any town.

* * *

Sharpsburg merchants elected office on April 15th. The association h furnished all its members sticker printed in three colors, emphasizin "Trade in Sharpsburg." This appea in a line at the bottom of the sticker In a circle is "Try Sharpsburg Me chants First." It is exceedingly attra tive.

* * *

Merchants from Trafford to Greens burg have arranged for a big unio picnic on June 17th.

* * *

Mr. Smedley addressed the associa tions at Lehighton, Jersey Shore, Loc Haven and Williamsport during the pas week.

* * *

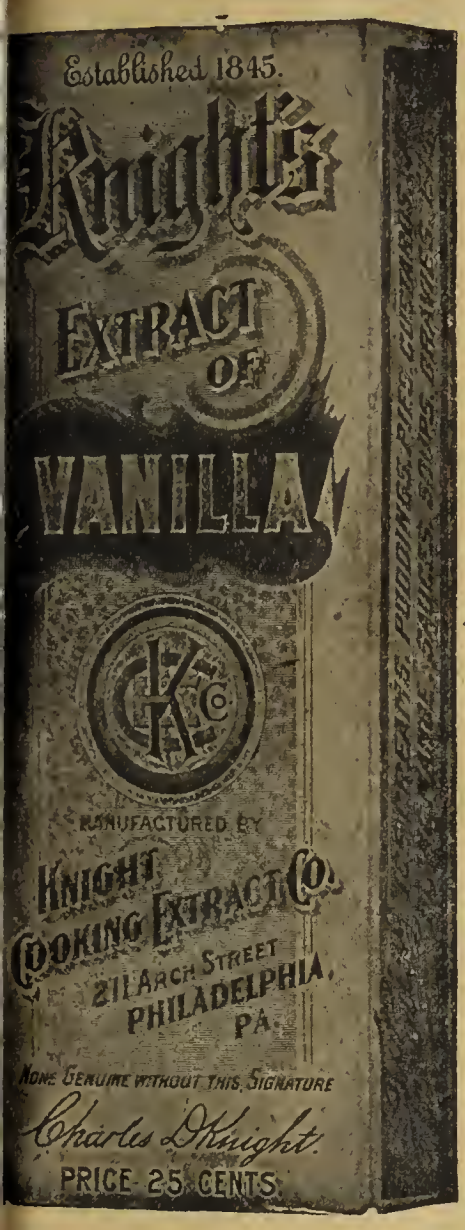
Arrangements have been made t meet the merchants of Jeannette an form an association.

* * *

Any unorganized town in Pennsyl vania can secure the services of the Organizer by applying to William Smedley, 802 Chestnut street, Philadel phia. No charge is made.

1845

oesn't This Date Tell You Something?



This is the date **Knight's Cooking** xtracts first decorated grocers' ielves. Time, skill and experi- ice combined have added to the erfection of these goods each ear. If an old lady or a child sent for a cooking extract with- ut being told to get a certain rand, they'll ask for **Knight's** by istinct. This name naturally lentifies itself with flavoring xtracts in their minds. **It's a** ousehold word and stands for **the** ighest standard of excellence.

KNIGHT'S

Cooking Extract Co.

No. 211 ARCH STREET

PHILADELPHIA, PA.

HOOTON'S SOLUBLE COCOA
ENTIRELY DISTINCT FROM PRODUCT OF C. J. VAN HOUTEN & ZOON
HOOTONS
AMAZON BREAKFAST COCOA
PURE & NOURISHING
MADE BY HOOTON COCOA & CHOCOLATE CO.
NEWARK, N.J. U.S.A.

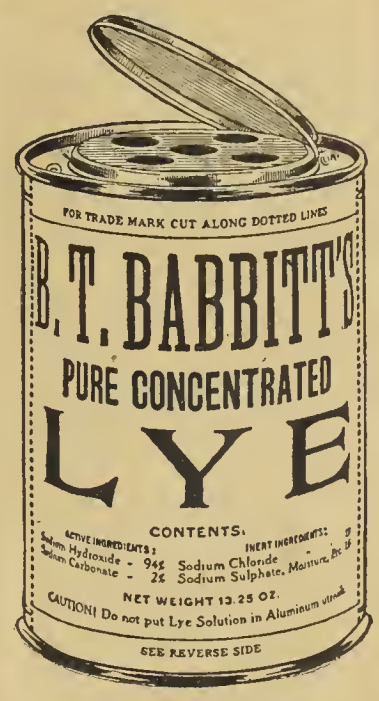
Hooton Cocoa Creates Sales

We'll help you get your customers started buying **Hooton's Cocoa** and when they're once started they'll buy more of it than they would buy of any other brand, because the fine quality, rich flavor and big money's worth will make them use it more freely. It will pay you to write us for particulars of the special introductory arrangements we'll make to establish its sale in *your* store.

BABBITT'S

PURE CONCENTRATED LYE

"Keeps its strength to the greatest length"



and that's why consumers know it's "The Lye to Buy." There are many uses for lye and its virtue all lies in the way it is made, just as its sale depends on the way it's advertised. We keep up its quality and strength. It is unequalled as a home soap maker, disinfectant and deodorizer. The new sifter top tin makes it handy for the consumer to use. Call your customers' attention to this new package and you have additional sales and profits. The Trade Marks are good for valuable and useful presents.

B. T. BABBITT, Inc.

NEW YORK CITY

Coffee Sermonettes

No. 5—A New Trade Gospel

TEXT: "This old world we're living in is mighty hard to beat,
You get a thorn with every rose, but ain't the roses sweet?"
—Frank L. Stanton.

We're preaching a new trade gospel at 65 Front Street. Our text is the good old-fashioned golden rule as applied to the coffee business. Our trade revival work thus far has stirred up a lot of criticism, but a few roses have fallen in our path and we are undismayed.

We started in by talking "Cup Quality" teas and coffees, giving customers value for value received, and calling coffees by their right names—scorning to label goods falsely or to adulterate them.

Naturally this new gospel caused some of the rival houses, accustomed to doing business according to old-time methods, to gasp and predict our early dissolution.

But we're still here, having increased our equipment several times and now being on the verge of still further expansion.

Cup Quality, Honest Labels, Consideration for the Little as well as the Big Buyer, Expert Buying and Roasting Advice, Courteous and Efficient Service, Survival Value; these are the features of the "New Trade Gospel" as it is being preached at 65 Front Street.

If you believe this is the right way to conduct a business let's get together—we can help you and save you money.

The

William B. Harris Co.

Cup Quality Experts

Teas, Coffees, Spices

65 Front Street New York

(Copyright)

CCCVIII.—Special Laws are Not Necessary to Punish Merchandise Frauds.

A Western commercial organization acting, as it says, in the interest of honesty in merchandising, writes me a letter in which it gives me the opportunity to say something which I have been wanting to say for some time. The letter states that "because we are without the same 'pure' laws as to other classes of merchandise sold at retail, that we are with regard to food, fraud in the sale of these other classes of merchandise is rampant." The letter points out that various efforts to remedy this, by the passage of pure shoe laws, pure fabric laws, etc., have met with small success—no success at all, in fact, as to Congress.

I am asked to do what I can to aid the passage of an act requiring purity and legitimacy of grade and quality in all sorts of merchandise, exactly as there are pure food laws controlling the sale of food and drink, "so that these frauds may be controlled and eliminated."

What I wish to say is that they can be controlled and eliminated now, under present laws, though perhaps not as conveniently as under new laws similar to food laws. We are not helpless, in spite of the widespread delusion—the association that write me seems to have it also—that there is no present means open to the honest manufacturer and merchant, of putting a stop to the frauds and misrepresentations in business that undoubtedly exist.

There is a present remedy, in every State of the United States, and I should not hesitate to use it in any case where there was no special law in existence to fit the case, such as a pure food law.

That remedy is the common law action of false pretense. It does not depend on a specific statute, but upon the fact that from time immemorial an intentional and damaging misrepresentation has been considered *by custom* a punishable and criminal offense. Therefore this is the law everywhere in the United States, whether the given State has passed a law on the subject or not.

Here is a standard definition of false pretense:—

> A false or fraudulent representation or statement of a fact as existing or having taken place, made with knowledge of its falsity, with intent to deceive and defraud, and which is adopted to induce the person to whom it is made to part with something of value by reason of it.

Ninety per cent. of all false statements made about merchandise of any kind are legal false pretenses, and the person making them can be prosecuted criminally for that offense. For instance:—

A grocer sells storage eggs as fresh eggs either knowing of the falsehood or having reason to know the truth. He has committed the precise act described above.

A fur dealer sells as mink fur a fur which is much inferior to mink. This is legal false pretense if he knew it or had reason to know it.

A hardware dealer sells a piece of domestic cutlery as imported, the purpose being to make it seem more desirable. If he knew it, this is a false pretense.

A tailor says he is supplying imported cloth, but is actually supplying domestic. Unless he, too, was absolutely deceived, he is guilty of false pretense.

A shoe dealer advertises for $2.50 a shoe "that never sold before for less than $4." If it was merely an ordinary $2.50 shoe, or was even a regular $3 shoe, he commits false pretense, again provided that he was not himself deceived.

You can easily apply the same principle to all manner of frauds in the sale of merchandise, or to the sale of anything, for that matter. Naturally the fraud must not be apparent on its face. If it is, the law will hold that you were not properly vigilant—if you had kept your eyes open you would not have been caught. Here the false pretense proceeding differs from the pure food and similar laws, for they find the offender guilty whether his victim was deceived or not.

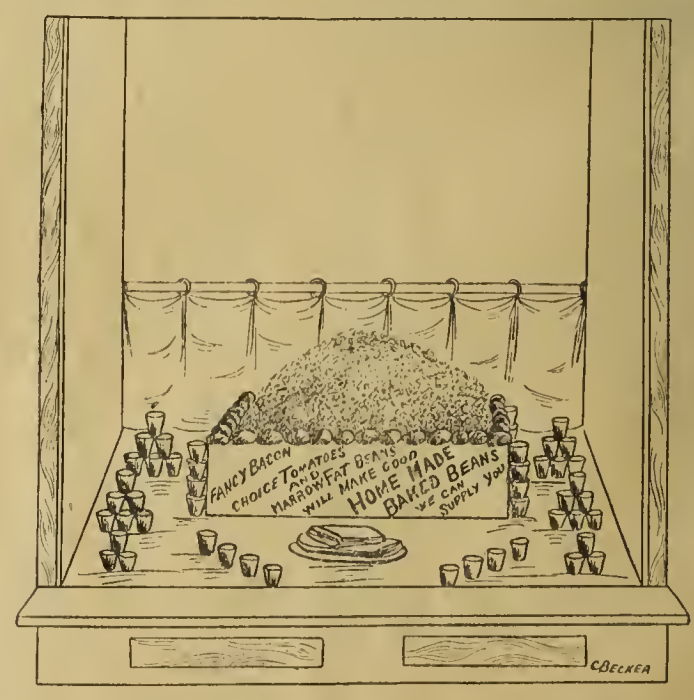
All definitions of false pretense hold that the person accused of it must have had knowledge of the truth, and must have intended to deceive by his lie. Both of these facts, however, can be inferred from the surrounding circumstances. A dealer posted on the egg market, for instance, when nobody was getting less than 40 cents wholesale for fresh eggs, would be held as *knowing* that eggs which bought in the open market for cents could not be fresh eggs, matter what he was told by the pe son who sold them to him. Ther fore if such a man sold eggs of th class as fresh eggs, he would held as having knowledge of t falsity of his representation and tent to defraud by it.

In any State of the Union, t day, any merchants' association, any merchant individually, c prosecute persons who by word mouth, or through advertising, in any way whatever, are knowin ly misrepresenting the qualit grade, origin or what not, of me chandise or any other salable thin

(*Copyright, April, 1915, by Elton J. Buckley.*)

NOTE.—Requests for information this department should tersely set o in full all the facts bearing on the ca and all questions should be careful framed to avoid misconstruction. Wri on one side of the sheet only. Lette should be received at this office n later than Tuesday of each week to e sure an answer in the Monday's iss following. The signature and addre of the writer must accompany all i quiries, and will be published unle there is a request not to do so. A inquiries received will be answere without charge. Address all commun cations to Legal Editor "Modern Me chant and Grocery World."

Weekly Window Display Suggestions

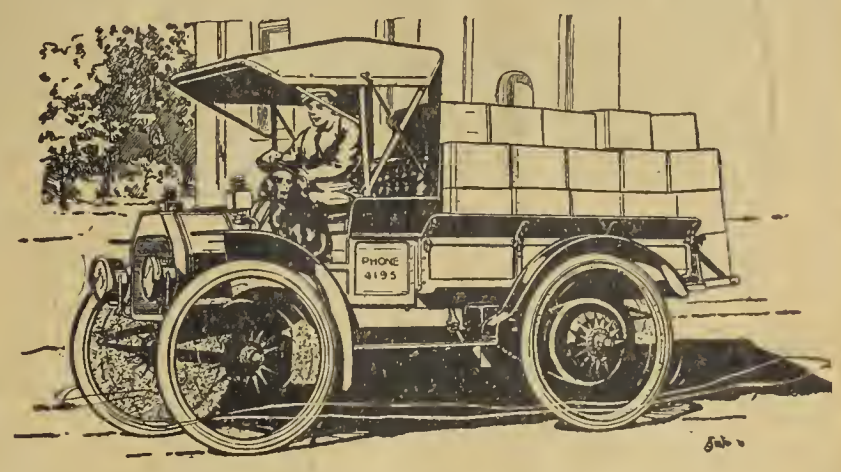


A Simple New England Display.

This window display exhibits beans, bacon and tomatoes. Make it a mouth-watering display by having it look fresh, neat and clean. First cover the bottom of the window with white crepe paper. Next, cover three sides of a large flat box with the same thing and after making the lettering from dark red paper, place it in the window in the center, toward the rear. Now put some nice tomatoes around the top edges and fill in the large space with your best marrowfat beans. Next use glasses of bacon, arranging them uniform around the window. In the front arrange some well sliced bacon on a platter.

Give Yourself This Advantage

In these modern days just about everybody is competing with somebody. Why not steal a march on your competitors? That's fair if done good-naturedly. That's the essence of business, for therein lies Profit. Replace your antiquated time- and money-wasting horse-and-wagon equipment with an International motor truck.



Thousands of merchants have found in the International the solution of their light hauling and quick delivery problems. The

International Motor Truck

is built to meet your needs if you have ever chafed at the delays and losses in time, money and labor that horses and wagons mean.

Give yourself the advantage. The International will go three or four times as far and fast as one horse-drawn wagon, or it will replace three or four horses and wagons. When the truck is not working it causes you no expense—compare that with the old way. Extend your territory, reach out for new trade, gain in prestige.

You will find the International easy to operate and a pleasure to manage. Drop us a line and we will, at no expense to you, show you how an International motor truck will benefit you. We have the facts and figures, and will send you catalogues and full information.

International Harvester Company of America

(INCORPORATED)

105 Harvester Building — CHICAGO U S A

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

AT WHOLESALE GROCERS EVERYWHERE

"Pfeiffer & Diller's"

KOSYR

TRADE MARK
Registered U. S. Patent Office

The Best Coffee Addition in the World

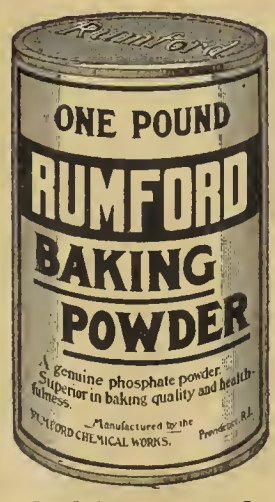
Stack a dozen tins on your counter, and you will be surprised at the ready and repeat sales of this high-grade article.

1 dozen 4-ounce tins to the carton
50-4-ounce tins to the box

CHAS. STRICKLER & SONS, Philadelphia, Pa. Sole Agents for U. S. A. and Canada

Recommend RUMFORD

The Wholesome Baking Powder

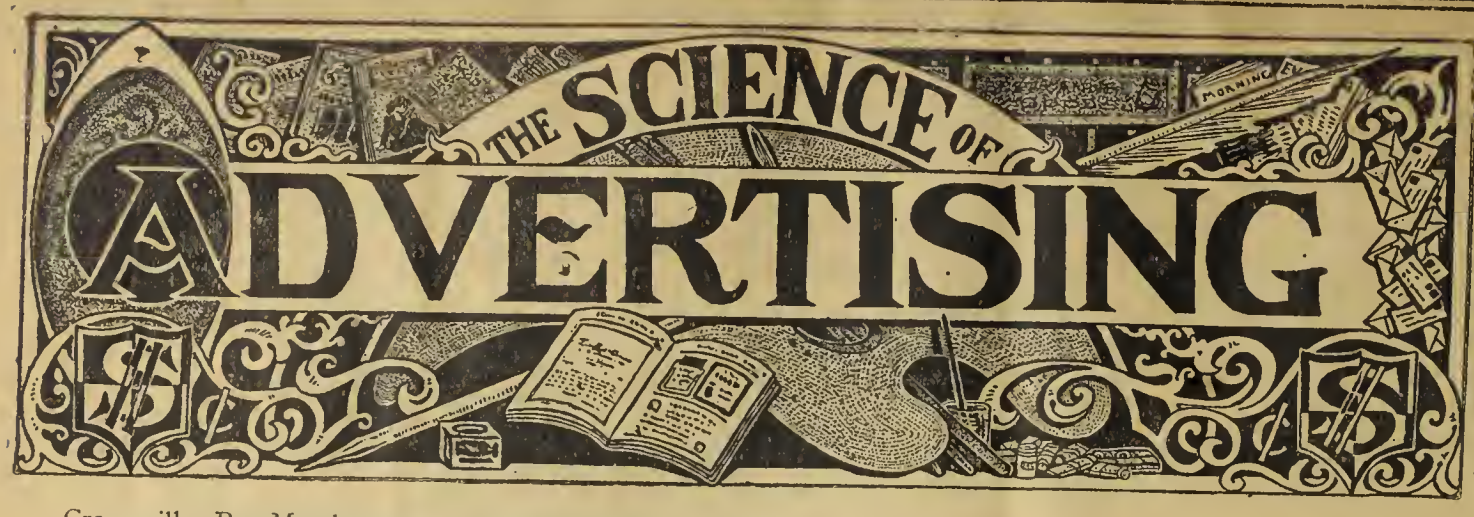


Not only is Rumford Baking Powder the most profitable for you to sell, but it is also the most satisfactory to your customers, which means you can sell it faster than any other. Your customers will appreciate its Purity, Wholesomeness and Great Leavening Power. A strong selling point to which you should call attention is, that Rumford does not leave any bitter or "baking powder" taste in the food. Every can of Rumford you sell will sell other cans for you.

To please and hold trade

"RECOMMEND RUMFORD"

Rumford Chemical Works, Providence, R. I.



Cranesville, Pa., March 30, 1915.
Editor "Science of Advertising."

Dear Sir:—We are inclosing a copy of a bill which we circulated in our town recently. We would like to have your opinion of it in your "Science of Advertising" page. Thanking you in advance, we remain, Yours truly,

FREEMAN & ACKER.

The circular sent with this measured 8 x 12 inches and both printing and the quality of the paper were fair. Here is the reproduction:—

COMING ATTRACTION

See the prices which will prevail on

GROCERIES, DRYGOODS, SHOES, HARDWARE, ETC.

At Freeman & Acker's every day

We are all complaining about the hard times and the scarcity of money. Do you know that you can save some of your hard earned cash and reduce the high cost of living to some extent by buying your goods at this store. In addition to our already low prices we are going to give you 5 per cent discount as an extra inducement to pay cash. Our solicitor will call on you tomorrow for an order. Look over the following low prices and decide to give us a trial order.

COFFEES

Red Rose, 22c
Premium, 30c
Royal Blend, 30c
Gem City, 30c
Ka-Ro-Ma, 28c
Bulk Coffee, 17c

Fresh Eggs, dozen 18c
Dairy butter, 29c
Oranges, 20 and 26c
Cabbage, 2c lb.
Graham flour, 35c sack
10 lbs Corn Meal, 25c
Northern Spy apples, 20c peck
Potatoes, 50c bu.

TOBACCOS

Honest Scrap, 6 for 25c
Mail Pouch, 6 for 25c
Union Workman, 6 for 25c
Tuxedo, 3 for 25c
Prince Albert, 3 for 25c
Velvet, 3 for 25c
Stag, 3 for 25c

SMOKED MEATS

Medium size regular hams, 16 1-2c
Cellas, 13c
Bacon, 18c
Salt pork, 16c
Pure lard, 16c

SOAPS

Fels Naptha, 6 bars for 25c
Ivory, 6 bars for 25c
Lenox, 8 bars for 25c
P. & G. Naptha, 6 bars for 25c
Kirk's Flake White, 6 bars for 25c

CRAX

Soda crax, lb. 9c, 3 for 25c
Oyster crax, lb. 9c, 3 for 25c

CANNED MILK

Pet Brand, 10c, 3 for 25c
Pet Brand, 6c, 6 for 25c
Everyday, 5c, 6 for 25c
Everyday, 10c, 3 for 25c

CANNED GOODS

Champion of England Peas, 10c, 3 for 25c
Western Corn, 10c, 3 for 25c
Standard Tomatoes, 10c, 3 for 25c
Hand Packed Tomatoes, 12c, 3 for 35c
Early June Sifted Peas, 12c, 3 for 33c
North East Corn, 12c, 3 for 33c
Campbell's Tomato Soup, 10c, 6 for 50c
Veribest Beans, 15c, 2 for 25c
Red Alaska Salmon, 18c, 3 for 50c

If you are buying of mail order houses, let us figure on your next order.

FREEMAN & ACKER, CRANESVILLE

I don't consider this good advertising, and I scarcely see how it can get any results whatever. Nothing could be more lacking in interest than this laconic statement. In many cases not even the name of the brand is given—simply "Western corn, 10 cents." I have looked up the price of Western corn, and find that 10 cents is not especially cheap for a lot of it, though it may be for some brands. Don't Messrs. Freeman & Acker see how pointless it is to advertise it in the way they have done and expect people to be interested? What is there about this to persuade people to buy? If Freeman & Acker have been selling the same corn at 12 cents, or if they have been selling a much poorer corn for 10 cents, then this particular offering is a bargain, otherwise not. If it is a bargain why not make it appear so, and if it is not a bargain, why advertise it at all?

* * *

I believe Freeman & Acker would have made out better had they featured their 5 per cent. discount more strongly. That really appears to be the big point of this advertisement—that 5 per cent. cash discount is to be given from these prices. Yet this is buried deep in the introduction without even being set in boldface type. One thing more about the prices quoted here. If they are cut prices, then the regular prices should have been given, and something about the quality—a little selling talk, of course, with the purpose of selling goods. The thing to do in writing advertising is to keep in mind *every minute of the time* that the object is to induce people to buy what is being advertised. I suggest that Freeman & Acker try this circular on themselves—would they be influenced by this circular either to believe that what is advertised on it is a bargain, or to go and buy it?

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

The Week's Dry Goods Business Was Good.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

The business of the week in wholesale dry goods has been very favorable.

The total sales by our traveling organization are ahead of the corresponding week a year ago and current shipments have also been in larger volume.

The large number of buyers visiting the market continue to be a feature of spring business.

Market prices on raw materials entering into the manufacture of dry goods are firm.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Push Clam Chowder to the Front—For a week or two. Twenty cents is cheap for a quart can. The Boston make is the favorite. Maybe because chowder is an indispensable Friday dish in New England, and there is where it originated. The real clam flavor of the New England chowder is very pronounced.

* * *

The Best Man.—Are you the best salesman in your store? If you aren't, why? Being the best man is the thing that counts. The secret is work. If you aren't the best man, try to be just as good as the fellow who is, and then there will be two good men instead of one best; that will be better for you and the store, too. Sometimes the best fellow leaves for another place, and then the next best steps in his shoes. Let that be you. It's easy. A good definition of the boss would be to say that he is the man at the head of the store who appreciates this kind of effort on the part of the boys.

* * *

Do Your Thoughts Wander?—Ever watch a clerk taking an order who had contracted the wandering thought habit? Gazing around—at nothing—shifting from one foot to the other. Suppressing a yawn occasionally and exhibiting a general all-around indifference sufficient to bring a damn from an angel. Now, this condition comes from pure mental laziness—thought wandering. It's chilling to a customer. It gives some the fidgets. Others it positively antagonizes. For the firm it's disastrous. For the clerk himself—the blue envelope in time.

* * *

The point is this—if you are selling a yeast cake, put a dollar's worth of interest into it. There is nothing you can do back of your counter that will impress a customer more favorably than by giving her your absolute, undivided attention. All your fine personality, all your good looks and spotless linen and Sunday school popularity count mighty little unless you enter into every big and little transaction with that man or that woman, yes, or even that child.

* * *

Now, then, isn't it up to us to meet a want, and by demonstration and by enthusiasm and suggestion display, make that want a keener one? There's no rest for the grocer? Our seasons are just as defined as that of the big stores. But there's plenty of rest and plenty of yawns and days and days of easy mindedness for the "thought wanderer."

Buckle in and see what you can all do with canned fruit for a couple or three months. Open up the cans and put them in glass quart jars—that's the demonstration part.

A Page of Good Bargains in Used Cash AND CREDIT Registers

No. 1

Medium size **NATIONAL CASH REGISTER,** throws a check, and in perfect order—has been very little used. A fine bargain. **Will sell for $125; Cost a great deal more.**

No. 2

No. 78 NATIONAL CASH REGISTER, nickel-plated; registers one cent up to $9.99. Operates with a crank, throws a check and prints a detail slip total adder. Does not reset the type. This is not a new machine, but is in good condition and will give satisfactory service. **Price, $80; probably cost $200.**

No. 3

No. 552 ELECTRIC NATIONAL CASH REGISTER, purchased in September, 1912. Prints detail strip, throws check, totals separately cash sales, charge sales, received on account, paid out, and total cash received; also prints sales slip when check is not thrown. Has separate keys for four clerks. The register is in perfect condition, and the only reason for selling is that owner is now using the "customer-pay-cashier" system for his cash floor trade, and the register is unnecessarily large for office use. **Price, $400.**

No. 4

Large check-throwing **NATIONAL CASH REGISTER.** Good condition. **Cost $300; will sell for $100.**

No. 6

Total adder **NATIONAL CASH REGISTER,** registering one cent to $99.99, registering cash sales, charge, received on account and paid out. Prints each sale on detail strip, with initial of clerk making sale. Throws check with amount of sale, and all details. Prints your card or any advertisement you like on back of check. Money drawer has three compartments for paper money, and seven for coin. Has nine different initials for that many clerks. **Cost $275; will sell for $175.**

No. 7

A **NATIONAL CASH REGISTER,** similar to manufacturer's No. 542 (see N. C. R. Co.'s catalogue) except that No. 542 prints the amount on a sales slip, while this one throws out a ticket. Very handsome gun metal finish. Gives total cash and credit trade, for any given time, also the number of cash and credit customers. Has been used in a country store for only fourteen months; owner has sold out, but still has the register. Will crate free and prepay freight to nearby Pennsylvania point. Perfect condition. **Price, $200; cost $340.**

No. 8

NATIONAL CASH REGISTER, No. 442. Modern in every way; a check thrower and registers up to $9.99, registers paid out, received on account, charge, tea and coffee and four initials for as many clerks. Gun metal finish. **Cost $250; will sell for $115.** Perfect condition.

No. 9

A used **KEITH CREDIT REGISTER,** bought new last May, and just as good as new now. **Cost $85; will take $60.** Reason for selling, owner does not need it any more, as he sells for cash only.

No. 10

A nickle-plated **NATIONAL CASH REGISTER,** registers 1 cent to $15; been in use some time but in fine condition and does as good work as it ever did. Owner selling because he has no use for it. Will crate and deliver to railroad station for **$40;** a big bargain at that.

No. 11

A **NATIONAL CASH REGISTER, No. 452,** registering from one cent to $99.99. Throws a check and has detail strip total adder; check is dated. Owner is out of business and has no use for it. **Cost $260, will sell cheap.** Make offer. Perfect condition.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to
EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me $350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. Gingrich,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

John Altman & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank.

W. E. Roberts,
Freemansburg, Pa.

Offer No. 31.

Refrigerator for sale, $50, cost $100; 8 x 4 feet, mirror top, two upper doors, beveled glass; suitable for grocery or delicatessen store; freight prepaid.

Benjamin Gebhard,
111 W. Duval St., Germantown, Phila.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.

Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. Crawford,
Freehold, N. J.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing $145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.

Mullison Grocery Co.,
Wilkes-Barre, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?

Atco Stores Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.

P. B. Steininger,
Lewisburg, Pa.

Offer No. 45.

We offer six boxes Eavenson's Oleine Soap, 84 cakes to box. Will sell for $2.75 per box, f. o. b. Atlantic City, N. J.

L. A. Bacon,
1301 Baltic Ave., Atlantic City, N. J.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

Peter C. Housman,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.

John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 57.

I have for sale a double McCaskey Account Register, 440 accounts, arranged to increase to 800 accounts; cost $240, will sell for $175 cash. Only used six months. Reason for selling, started cash business.

Robison's Table Supply Store.
Sharon, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. Bennett,
549 Fifth Avenue, Troy, N. Y.

Offer No. 60.

I have for sale a small job printing outfit, in first-class condition, consisting of a Monumental rotary foot-power press, chase 6 x 9, and nine small fonts of type, suitable for regular job work in connection with a business of any kind for bill, letter and statement cards, posters, circulars and all kinds of work done on a press this size; piece rules, furniture, type cases, etc., all go with it, for $50, f. o. b. Greencastle, Pa. If interested write, and I may do better. Address W. Scott Hostetter, Box 232, Greencastle, Pa.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for $2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

Chas. Shupp,
Plymouth, Pa.

Offer No. 63.

We offer the following:—

50 cases No. 2 Tomatoes, in glass, 60 cents per dozen.

50 cases No. 2 White Cherries, 87½ cents per dozen.

40 cases No. 2 Red Cherries, 87½ cents per dozen.

30 cases No. 3 New York Plums, 90 cents per dozen.

50 cases No. 1 Tomato Pulp (for soup), 40 cents per dozen.

200 cases Extra Sifted Peas, 85 cents per dozen (regular price, $1.20 per dozen).

20 cases No. 3 Apples, 80 cents per dozen.

Witman Bros.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. Hubbs,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me $202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for $135. Ovens burn coal. Cash with order.

E. H. McClellan,
226 Lexington Ave., Dayton, Ohio.

Offer No. 66.

I have for sale one six-foot Floor Case, suitable for cigars or notions; in good condition; glass top; price $15, f. o. b. Berwick. Floyd Klinetob,
Berwick, Pa.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. [illegible] once summer and in good condition good as new. Cost $19, will sell for f. o. b. Dallastown, Pa.

V. M. Simon, Dallastown, [illegible]

Offer No. 70.

I have on hand a complete ho wire, low pressure Best Lighting tem, which I offer for sale at a price, $15, less than one-half the when new from factory; cost There are in this system three ce ceiling lights of 100-candle power e and besides these there are two s wall bracket lamps for show windo any wall, each 100-candle power, gether with enough wire for a 6 75-foot room, all the necessary att ments and a 10-gallon tank. This tem was only used about two years is in good working condition; gua teed to be so or no sale. Catalogue installing and operating will be nished with outfit; any one, with aid of an ordinary plumber, can e install this system. Reason for not ing this outfit is we have gas and e tricity installed.

Address P. O. Box 26,
Richland, P

Offer No. 72.

Have for sale one made-to-order sl case, never been used; would do bread or cake. Will hold about loaves of bread; three shelves, s oak; heavy glass all around; two do in back; nicely ventilated; actual c $15. Have no room for same. Mak reasonable offer.

Leslie H. Knox,
1259 Clifford Ave., Rochester, N.

Offer No. 73.

A Smith Premier Typewriter, No. in good condition. Was purchased n at $100, will sell for $25.

Have also for sale one automa cheese cutter, made by the Dayton Co puting Scale Co., of Ohio; cost $20, w sell for $8. Store too warm to hand cheese and meats.

Unangst Department Store,
Nazareth, Pa.

Offer No. 74.

We have a lot of Standard Disc Re ords from the Standard Talking M chine Co. They retailed at 60 cen apiece; will sell at sacrifice. What your offer, part or all?

Schumm & Yreke,
Amsterdam, N. Y.

Important Notice to those Adverti ing in the Exchange Department.

If the goods advertised do not mov after four weeks, will the owner kindl notify us, so that the offer may be dis continued? We desire to keep the de partment as clean and fresh as possibl and if goods don't move in four weeks they will probably not move at all.

PATENTS
and Trade-marks procured promptly
—and properly in all countries—
Davis & Davis, Washington, D. C.

Read The Advertising World
for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.
SUBSCRIPTION PRICE, $1.00 A YEAR
STAMP FOR SAMPLE
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Here is the Biggest Chain Store Scheme Yet—If it Works

"King Chain Stores," of Richmond, Va., Promises 5,000 Stores in a Short Time. Promoter Tells This Paper How He Proposes to Work. Will Get Property-Holding Farmers as Branch Store Managers.

The attention of this paper was attracted by the following advertisement in a recent issue of "Printers' Ink":—

A New "Selling Advertising" Force for Manufacturers.

We will Place Your Goods on sale in a Thousand Stores—and we will Create a Demand for your goods around each of these stores—Doing All Instantly—and without a particle of detail work on your part.

(A thousand newly established stores and a thousand "live wire" managers.)

The stores are all located in the country, so we can handle only things that appeal to the rural classes—and that's almost everything.

We buy and sell for cash only.—Write naming us your best jobbing price, please.

We are just opening up—shall specialize only a limited number of items, so act quickly. Not yet rated, but will give satisfactory references to those interested—we ask no financial favors.

KING'S CHAIN STORES,
Box 182, Richmond, Va.

Some information has been gone after, and the plan is in several features unique. It emanates from one T. J. King, president of "King Chain Stores," of Richmond, Va., which is said to be incorporated for $400,000. Behind the scheme, in a sense is the King Seed and Implement Co., of Richmond, Va., a concern of apparently limited financial responsibility, so far as we can learn.

The promoter of the scheme, T. J. King, makes the following statement to this paper regarding it:—

We are establishing stores—country stores throughout the cotton belt in particular.

The character of the stores are as follows:—

I have induced responsible property owning farmers, who give satisfactory bank or other references and who as a rule are old customers of my firm (King Seed and Implement Co.), to open up farm stores. The applicant must tell (1) how far his place is from nearest town; (2) how far from nearest country store; (3) how many farm homes within a radius of three to four miles; (4) how much land he owns, etc., etc. We therefore know before accepting an applicant that there is the possibility of building up a distinct clientele around that particular store.

We help start the business by supplying a limited line of staples on time—the accepted applicant is thus under obligations to us and will look to us for advice, ideas and suggestions.

We have made tests and know from results that we can count on the hearty co-operation of the store owners, and that we have in this chain of stores a most powerful selling-advertising force.

The proprietors of the store are selected as a rule from old customers of the King Seed and Implement Co., and we shall within a short time have 5,000 of these stores going as the result of our test clearly indicates.

The new stores will as a rule be entitled to fair credit rating by the agencies, for we accept no applicant unless he is a property owner, stands well in his community and gives satisfactory bank or other references.

The concern thus describes what it proposes to do for a manufacturer in the way of introducing his goods:—

We, as jobbers, would buy of you, *paying cash with the order,* for all goods we need—listing your line in our house organ, the "Chain Store News," and selling to the chain of a thousand stores. Goods will be shipped to us here in Richmond, in quantity. You deal with only one concern. We can thus handle your line, buying as our dealers call for the goods—precisely as any other jobber—or we can do this:—

First, place your goods on sale in a thousand newly established stores, buying from you, as above stated, in quantity, and paying cash always, reshipping to the store from our warehouse here in Richmond.

Second, we can advertise your goods thoroughly—doing the advertising in such a manner as to insure the interested attention of 100 families around each store, and by a method, in fact, that practically forces (pleasantly) many immediate sales, thus creating a demand immediately around the respective stores without waste.

And we do it all inside of 30 days.

We therefore are prepared to do more than other jobbers offer—for they, as a rule, only reship after you create a demand—while we do two extra distinct things—in that we place your goods on sale in a thousand newly established stores, and go to the trouble and expense of creating a demand for your line around the thousand dealers—in other words, we sell to the dealer and then sell for the dealer.

Some further investigation developed the fact that the president of King chain stores is Thomas J. King, the secretary and treasurer Charles T. Van Hoppen, the manager Alfred J. Webster and the directors all the above and C. W. Blale. No information is obtainable as to the real worth of the concern, but no evidence has as yet developed that it is worth anything substantial. King, the president, was formerly promoter of the "Neighborhood Stores." The secretary is a promoter, a book agent, and a boom real estate dealer living at Greensboro, N. C. He lives with his father-in-law, who is said to be well fixed, but Van Hoppen himself is said to have limited financial resources. Webster, the manager, was formerly connected with Smith & Webster, Inc., a jewelry house which was not entirely successful.

Public Hearing in Washington on Flour.

Manufacturers of flour and meal are invited to attend the public hearing, by the Joint Committee on Definitions and Standards representing the association of American Dairy, Food and Drug Officials, the association of Official ricultural Chemists and the U. S. partment of Agriculture, which wil held in Chicago May 3d, to discuss nitions and standards for various k of flour. Dr. E. F. Ladd will re sent the Joint Committee on De tions and Standards at the hearing, purpose of which is to obtain from manufacturers concerned reliable in mation on the characteristics of t products. This information is to used in drawing up definitions standards for grain, meal, flour, stra flour, patent flour, graham flour, flour and buckwheat flour. Manu turers who find it impossible to present at the hearing are invited submit their views to Dr. Ladd in w ing on or before the date set. hearing will be held at 10 o'clock in morning of May 3d, in the Chic Food and Drug Inspection Laborat of the United States Department Agriculture, which is located in Transportation Building at Dearb and Harrison streets.

Here is a Fixed Price Scheme That Seem to Have Worked

Chewing Gum Manufacturers Make Jobbers Contract N Only to Hold Their Own Prices, But Also to Sell Only Retailers Who Will Agree to Hold Retail Prices. Th Crowds Out Washington Cutter, Who Sues. Same Ki of Suit Brought Against Chain Druggists, or Agents f Perfumes.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
April 27, 1915.

The country at large is much interested in two suits which have been brought by James O'Donnell, a well known local cut-price retail dealer. One is against the Beech-Nut Packing Co., of Canajoharie, N. Y., and the other against the Riker-Hegeman Co., of New York, the chain drug store people, who are sued as American agents for a perfume called Mary Garden extract. Both suits are based on the charge that the defendants prevented O'Donnell from getting supplies of Beech-Nut chewing gum and Mary Garden extract respectively, after he started in to cut the price.

O'Donnell claims in the statement he has filed in court here that he sells $10,000 worth of chewing gum per year and that he has been injured and damaged by his inability to secure supplies of Beech-Nut gum, except through the purchase surreptitiously of small quantities of the article. It is understod th O'Donnell desired to sell Beec Nut gum at the cut rate of tw packages for 5 cents, whereas t Beech-Nut Packing Co. is inte upon maintaining uniformly t standard price of 5 cents per pac age.

The Beech-Nut Co., it is a leged by O'Donnell, has been su cessful in entering into an agre ment with most of the jobber wholesale druggists and the larg majority of the retailers throug out the United States whereb Beech-Nut chewing gum is sol to these distributors and retaile upon the condition that they wi sell to the public at large at th fixed price stipulated by the man ufacturer. Jobbers and whole salers are obligated not to sell t retailers unless such retail drug

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Are You Coming In on the Window Dressing Contest for $175?

Doubtless you saw the announcement of the Window Dressing Contest on **Lipton's Tea.** We asked all the dealers who would compete to write us to that effect on a postal. These postals are beginning to come in, and it looks like a good live event.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	**$75**
For the Second	**$50**
For the Third	**$25**
For the Fourth	**$15**
For the Fifth	**$10**

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

gists or other dealers will promise and agree to abide by the standardized price, and in instances where the transaction is with the retailer direct a stipulation to the same effect is embodied in the document.

O'Donnell has been making attempts since December 9, 1914, to secure supplies of the Beech-Nut gum, but has refused, as he declares, to enter into an agreement of the character described with the Beech-Nut Co., basing his refusal on the contention that such an agreement is "unlawful and in restraint of trade," which plea forms the burden of his suit. Under these circumstances the Beech-Nut Co. has refused to permit any jobber or wholesaler to sell to O'Donnell, and so effective has been this shutting off of the supply that the latter confesses that he is unable to fill numerous orders and demands for the Beech-Nut gum which are made upon him daily.

Another scheme used by the Beech-Nut people was to agree to sell their gum to O'Donnell, but at what he calls "an exorbitant and prohibitive price," that is, at a price which the company knew he would not pay and which it did not wish or expect him to pay. This O'Donnell says in his suit is a violation of the Clayton Anti-Trust Act, which provides that there shall be no price discrimination for the purpose of destroying competition.

O'Donnell asks $10,000 damages from the Beech-Nut Packing Co. and also from the Riker-Hegeman Co. The latter suit is practically on the same grounds as the Beech-Nut suit. Mary Garden extract ordinarily sells at $1, $2 and $4, but O'Donnell wished to sell it at 98 cents, $1.69 and $3.49 respectively. He says he sells $20,000 worth of perfumery each year in his three stores.

HOLT.

New 1915 Spinach Ready

Sales Last Year INCREASED Fifty Per Cent.

Selected whole leaf, tender crop, carefully blanched and washed, absolutely free of grit, **no better Spinach packed than**

CHAMPION BRAND

Ask Your Jobber for Prices or Address

H. J. McGRATH COMPANY, Baltimore, Md.

GET YOUR ORDERS IN NOW

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa., April 30, 1915.

The Walton trading stamp bill, imposing a heavy tax on everybody selling or handling trading stamps, which passed the House, is tied up in the Senate Committee on Municipal Affairs.

* * *

The commodities bill of 1913 has been amended in the Senate by including milk and cream bottles. The House has also amended the bill by changing the weight of a bushel of apples from 50 to 45 pounds, the weight of a bushel of beets from 60 to 56 pounds, the weight of a bushel of lime from 70 to 80 pounds, and cutting popcorn out altogether, as that is usually sold by the dozen.

* * *

Both Houses have passed the bill allowing the mixing and sale of coffee and chicory. It is understood that it may be vetoed by the Governor.

* * *

A bill of some importance has passed second reading in the House. It is entitled "An act defining conditional sales and regulating the recording and effect thereof and providing penalties." The act covers the installment sale of fixtures which may be attached to the property and thereby become a part of the real estate. Many of these are to-day sold on an installment lease or contract which provides that title shall remain in the seller until paid for. The bill requires all such contracts shall be recorded, otherwise a buyer of the real estate with the fixtures attached takes them freed from the seller's claim for unpaid installments.

* * *

Senate Bill 369, providing standard containers for fruits and vegetables, has passed the Senate by 48 to 0. Later the House also passed it by 165 to 2, and it is now in the Governor's hands.

* * *

The bill repealing the present cold storage food law came up in the House—it previously passed the Senate with a rush—on Wednesday night and was defeated by 86 yeas to 81 nays, the needed majority not being forthcoming. The uniform cold storage food bill is still pending and nobody seems to know definitely whether it will pass.

* * *

A bill placing restrictions around the sale of patent medicines containing dope was killed in the Senate on Wednesday by a vote of 25 yeas to 15 nays, the yea vote not being a majority. Later, however, it was reconsidered and passed. The text of the bill which was killed is as follows:—

AN ACT

To regulate the sale, furnishing, giving away and administration in certain cases of proprietary or patent medicines or any substance or preparation containing opium, morphine, heroin, codeine or any salts, derivatives or compounds thereof, and providing penalties.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it shall be unlawful for any person, co-partnership, association or corporation to sell, furnish, give away or administer any patent or proprietary medicine or other substance or preparation which contains opium or morphine or heroin or codeine, or any of their salts or derivatives or compounds, and which is advertised or recommended or intended as a remedy for administration to infants under three years of age.

Provided, That nothing in this act shall be construed to prevent the prescribing or administering of narcotics by physicians in the practice of their profession.

Sec. 2. Any person, co-partnership, association or corporation violating any of the provisions of Section 1 of this act shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not more than $500, or such person or the members of such co-partnership or association or the officers or directors of such corporation shall undergo an imprisonment of not more than two years, or both.

Sec. 3. This act shall take effect on the first day of January, 1916.

Sec. 4. All acts and parts of acts inconsistent with this act are hereby repealed. R. O. M.

Washington Hearing on Java Coffee on June 4th Next.

The U. S. Department of Agriculture will hold a public hearing on the subject of Java coffees on June 4, 1915 in Room 427, Bieber Building, 1358 street, S. W., Washington, D. C., at 1 o'clock A. M. This hearing has been arranged at the request of the coffee people themselves, it being their contention that the term "Java," rather than being restricted to such coffees as are actually grown on the Island of Java as the Government regulations now prescribe, should be extended to apply to any coffee grown in the East Indies.

The Week's One-Time Ads.

The Ferris people are in the paper again this week—they have another one of those page ads. Have you got in touch with them like I told you to? Take this from me—there are grocers doing business today who made their reputation selling Ferris hams and bacon. Do you know that? Why don't you get hold of some samples and see if these goods are all people say they are? For if they are, then you ought to have them.

—

You remember the Ypsilanti Hay Press Co. They had a one-time ad. for a little waste paper baler for small stores in the paper two or three weeks ago. They sold some balers through that ad., they say, and they've put it in again this week. It's headed "The Wolverine Junior"—look it up. To the fellow who doesn't want a great big baler, this little Wolverine Junior is just the thing. It only fills a space 14 x 18 inches and in a jiffy it can fix up your waste paper so you can *sell* it. Nobody ought to be without one of these.

JIMMY MANDER.

Where to Get Premium Goods

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Advertising Novelties.

Advertising Novelty Co., Newton, Iowa. (4)
Wm. P. Perkins, 116 Nassau St., New York City.
A. C. Bosselman & Co., 1 E. Thirtieth St., New York City. (1)
The Crescent Brush Works, Troy, N. Y. (1)
Dawood Novelty Mfg. Co., Danville, (1)

China.

Saxon China Co., Sebring, Ohio.

Cooking Utensils.

Aluminum Products Co., La Grange, (10)
American Aluminum Mfg. Co., Lemont, Ill.
Buckeye Aluminum Co., Wooster, Ohio. (26)
Lafayette Stamping and Enameling Co., Lafayette, Ohio. (13)
Republic Stamping and Enameling Co., Canton, Ohio.
The Vinton Co., Central Building, Portland, Ore.

Cutlery and Optical Goods.

Economy Mfg. Co., 508 Commerce St., Philadelphia. (1)
Singer Brothers, 82 Bowery, New York City.
Jas. Taylor, 506 Commerce St., Philadelphia. (1)

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

French Ivory Premium Articles.

Yale Novelty Co., Leominster, Mass.

Games.

J. W. Hance Foundry Co., Waterville, Ohio.
Wm. Fuld, 1226 W. Central Ave., Baltimore, Md.

Glassware Novelties.

Jeannette Glass Co., Jeannette, Pa.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.
Kitchen Spec. Mfg. Co., Reading, Pa.
Wachusett Specialty Co., Worcester, Mass.

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I.
Geo. W. Dover Co., 79 Ship St., Providence, R. I.
Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.
Fray Jewelry Co., 9 Federal St., Providence, R. I.

Leather Specialties.

Philip Florin, 465 Broome St., New York City. (1)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.
Souvenir Lead Pencil Co., Cedar Rapids, Iowa.
J. Ullrich & Co., 27 Thames St., New York City.
Ira Barnett, 61 Beekman St., New York City. (1)

Post Cards, Etc.

E. C. Kropp Co., Milwaukee, Wis. (Special post cards made to order.)
Mail Dealers' Wholesale House, Chicago, Ill.

Potters and Decorators.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

Premiums.

Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.

Rugs.

Edw. H. Condon, Stonington, Me.

Shears.

Atlas Shear Co., Bridgeport, Conn.

Silver Plated Ware.

Wm. Rogers Mfg. Co., Meriden, Conn. (1)

Toilet Sets.

Ellis & Golterman, Inc., 122 W. Twenty-seventh St., New York City.

Umbrellas.

Frankford Bros., 906 Filbert St., Philadelphia.

Vacuum Cleaners.

Feeny Mfg. Co., Muncie, Ind. (10)

Wire and Metal Goods Novelties.

E. A. Bulman Mfg. Co., Grand Rapids, Mich.
Rockwell-Clough Co., Alton, N. H.
National Sheet Metal Co., Peru, Ill. (1)

THE
Wolverine Junior
Steel Waste Paper Baler

Turn Your Waste Paper Into Money

You cannot afford to get along without a Junior if your business is small, if it is large you want one of our three larger sizes. Write for circular and price-list.

Ypsilanti Hay Press Co.
YPSILANTI, MICH.

Full face, not quite life size

Side face, not quite life size

If You Know a Bargain When You See One, Look at This

¶ We aren't ordinarily in the merchandise business here, but a watch chance has happened to come our way, and it's so splendiferously good that I proposed it be passed on to you.

¶ A *good* open-faced gold-filled watch, thin model, clean built, thoroughbred, made by the famous Knickerbocker Watch Company, of New York, one of the big watch people of the United States.

¶ I get more enthusiastic about this watch ever time I look at it. It's one of the classiest-looking timepieces I ever saw. One of our staff here has been carrying one for four years and it's been taken several times for a $100 watch. You can't tell the difference at all.

¶ Now understand, it won't keep time quite as well as a $150 chronometer, but it *will* keep time well enough for all your purposes or mine.

¶ The manufacturer's guarantee is one of the biggest things about it:—

¶ The movement, a seven-jewel, adjusted, lever movement, is *guaranteed for five years,* not for one year like other watches.

¶ The case is made by the well-known Illinois Watch Company, and is extra heavy, dust and moisture proof. It's *guaranteed for ten years*. Dials either plain white or gold.

¶ We can sell you one of these watches for **Six Dollars,** but you must send the money with your order and also send ten cents for postage. We can't trust anybody on this deal—for it isn't a money-making scheme—we're doing it simply to pass along a good thing to you.

¶ If you don't like the watch after you see it, send it back and we'll return your money. You never had a chance like this before in your life. Address

JIMMY MANDER Special Stunt Man of the "Modern Merchant and Grocery World"
927 ARCH STREET : PHILADELPHIA, PA.

WITH THE EDITOR

Making Consumers Spy on Merchants.

The Indiana State Food and Drug Board is stirring up a lot of trouble in its efforts to make food conditions in its territory as nearly sanitary as possible. It is not for us to say, however, that its methods and its efforts are not fully warranted.

Here is a copy of a warning which the Food Commissioner has issued to the public:—

IN THE INTEREST OF GOOD BUSINESS AND YOUR PERSONAL WELFARE.

Do you know the employees of your grocer, baker, butcher and milkman are free from disease?

The Indiana law forbids persons suffering from consumption, venereal and other infectious or contagious diseases from having anything to do with the food supply, and punishes by fine and imprisonment both them and their employers for violation of the law.

If you know of instances where the law is violated tell your health officer and write the facts to

H. E. BARNARD,
State Food and Drug Commissioner.

It is a pity that to accomplish an unquestionably proper result consumers have to be turned into spies. Still, their spying may at times do great good. If an employer were careless enough to retain a tuberculous clerk, it would be a great public service if some customer should write and complain about it. Nor should consideration for the clerk have any weight whatever. Nothing is meaner than the spy system, but it would not exist if it had not been demonstrated that some of us will not do the square thing without it.

Inconsistency in Premium Campaigns.

Why can't campaigns against premium schemes be consistent and impartial? All of them seem to make fish of one scheme and fowl of another. For instance the Walton bill pending in the Pennsylvania Legislature, contains the following:—

> Sec. 4. This act shall not apply to redeemable coupons or vouchers placed by manufacturers in or upon packages of goods sold by them to be redeemed in money or merchandise by the manufacturers originally issuing them.

The Pennsylvania act is aimed at trading stamps only. On the other hand the bill proposed by the National Retail Dry Goods Association and published in last week's New York letter, aims at everything *but* trading stamps. Trading stamps, according to the association, are a matter "between the merchant and his customers." Of course both bills are grossly unfair. There is no ethical difference between premium schemes. If one premium scheme is bad because it is an excrescence upon the body of trade, then all are bad for the same reason. It is not only unfair, it is *fatal* to make a bill apply only to one class of premium schemes, and so turn over the whole premium appetite to the other classes, which are left unmolested. Any court, we believe, would so hold if called upon to review such a measure.

A Suit We Believe Will Fail.

The cut-price suit which has been brought in Washington, D. C., by a cutter named O'Donnell against the Beech-Nut Packing Co. will fail, in the writer's humble judgment. The details appear in this week's Washington correspondence.

The Beech-Nut concern make chewing gum which they want retailed at 5 cents a package. Mr. O'Donnell decided it would be a good thing to sell it two for five, not because he could afford to sell it for that, for he could not, but because it would have made a fine bait to get people in his store. So he set out to get it, but he found himself surrounded by a stone wall, and it is to break down the stone wall that he brings his suit. The stone wall is this: The Beech-Nut concern sells its gum to jobbers and the jobbers sell to retailers. The Beech-Nut Co. refused to sell a j ber except on two conditions: Fi that he would resell to retailers a certain figure, and second, t he would sell only to retailers w agreed to resell to consumers a certain figure. This is the ex plan of limiting prices which t paper long ago expressed the op ion would comply with any tr law in existence.

Therefore when O'Donn started in to get the Beech-N gum to play with, he was first co fronted by the manufacturers' fusal to sell him at all, save at purposely inflated price which w out of the question. Next all t jobbers refused to sell him unl he would agree not to cut the pri This he would not do. Then tried to get the gum from retaile but found that avenue closed al

If this plan is legal, as the writ believes it is, it completely solv the cut-price question. O'Donn has sued the Beech-Nut people the ground that they are acting restraint of competition, and in sense they are, but not in restrai of *reasonable* competition, wh they squeeze out O'Donnell, becau the competition of a man who cu a price in half, caring nothing abo what happens to a manufacturer business in consequence, is high *un*reasonable.

Merchants Who Swear Falsely to Make a Dollar

A man who will swear falsely to save a friend, or possibly to save himself from death, or his family from harm, is a perjurer, but we can excuse him to some extent because there is still something noble in his act.

A man who swears falsely to make a dollar is a low-down perjurer and thief, unfit to associate with decent humans. When he happens to be a business man his offense is particularly disreputable because the general reputation of business invariably suffers from what he does.

A case which has been brought to my attention shows the sort of men with whom honest merchants are unhappily compelled to compete.

The Quaker Oats Co. are at present conducting a Mother's Oats coupon scheme the details of which are familiar to the readers hereof. Consumers get the coupons from the packages and exchange them at their grocers, who redeem them for cash with the Quaker Oats Co. at a slight advance over what they have paid. In order to prevent trafficking in the coupons, every grocer who sends coupons in for redemption must swear to the following statement:—

State of }
County of } ss.

..... being first duly sworn, on his oath deposes and says that he is a resident of ..... of .....in the State of .....; that he is engaged in the ..... business; that on the .....day of .....A. D., 1913, he forwarded to The Quaker Oats Co., or to Mother's Oats, 1600 Railway Exchange, Chicago, Ill., ... Mother's Oats coupons, that each and all of said coupons were obtained by affiant from his customers in exchange either for ½ cent in cash or ¾ of a cent in merchandise in the ordinary course of his said business, and that said coupons, or any of them, were not obtained from any coupon broker, speculator or trading stamp house.

Further affiant saith not.

.....

Subscribed and sworn to before me this....day of....., A. D. 1913.

.....
Notary Public.

Naturally making this oath is just as serious as making any other oath, and the man who makes when it is not true, is in the pre cise position of a man who swear falsely to anything else.

In Philadelphia there is a firm o retail grocers who have been ver active in the Mother's Oats cam paign. On December 10, 1914, thi concern sent in a large lot of cou pons and received the company' check for $100. On February 1s they sent in another batch and go the company's check for $100.18 On February 16th another batch went out and back came the com pany's check for $200. Later went a fourth batch containing 24,000 coupons, but as all these together meant a business far greater than the capacity of this store could do,

ie company made an investigation id refused to pay. Each batch as accompanied by the above af- davit that the concern sending it had not bought the coupons from ny broker.

The fact was that every one of ie three affidavits forwarded by iis concern was false. They have nce confessed that they bought ost of the coupons from a broker. hey therefore obtained money rom the Quaker Oats Co. by false retenses, knowingly and intention- lly made. When they did that they elped to create in the Quaker Oats o.'s mind the impression that re- ail grocers as a class were not to e trusted. That is the worst of it. have no particular sympathy with merchant who wishes to destroy is own reputation, but that he hould have it in his power to hurt he reputation of his fellows is a ery great pity.

What the Quaker Oats Company nd any other corporation similarly victimized ought to do is to go after such people and put them in iail. There are some men born honest who will remain honest, according to their lights, all their lives. Others will be honest only when they are made afraid of what may happen to them if they are dishonest. A prison sentence or two widely published would help to keep the latter straight, anyway.

E. J. B.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Affability—Its Secret.—To be affable is simply to be easily addressed, to be courteous. This quality should be just as seriously cultivated as the art of wrapping up a package or making a window display.

In fact, it is of more importance, because your attitude toward the public reflects the very spirit of the business.

* * *

We have just read, in the "Modern Merchant and Grocery World," with some curiosity, mingled with a large amount of astonishment, "The Stroller's" account of a case of coarseness and abruptness of a drummer approaching a merchant for business—and got it. It was clearly a case of all things to all men. "The Stroller" rightly asserts that it doesn't work in the retail end—and it doesn't.

No matter how well you know your customer, no matter how closely you may be associated with him or her socially, it does not pay to eliminate good business form.

* * *

What, then, is the secret of true affability?

We think the secret is in being on good terms with the boss. Probe your troubles. Define your sourness. Explain your disinterest, unload your disloyalty, and your discordant condition is traceable to a misunderstanding.

You get out of tune by choice. You are having one of your spells. You place the cause on the shoulders of the boss himself and he may be as ignorant of it as the child unborn.

We discovered long ago that no more wholesome spirit can be displayed in a store than the spirit of candor. Whenever imaginary or real injustice is handed out to you, talk it over with the right party.

"Mr. Sweeney, I heard this morning that you were thinking of hiring a new garage man; hasn't my work been satisfactory?"

Pure imagination on somebody's part, you see. Had the man nursed this belief his efficiency would have been apparent, and maybe in the end he would really have lost his job, but the candor spirit which we encourage saved him.

* * *

Allow nothing to infringe on this important asset—affability. "The voice with a smile wins," and the manner with a meaning counts. In your heart be glad to meet your customer. Realize that she is a very part of your success, that this money which she is going to leave in your store to-day is only for to-day's wants, and that to-morrow's wants and this and next year's wants will be mightily governed by your treatment.

* * *

And you, sir, as the manager or proprietor, should learn the reason for coldness just as soon as it is detected

* * *

Mr. Salesman, your efficiency is crippled when your sympathy is mis-directed. It belongs to him who is at the head. Do not permit any silly circumstance to rob you of a clean, kind, natural affability.

Boosting a Good Thing Boosts Business
You can safely recommend the constant use of
Dandelion Brand Butter Color
And you can depend on every sale to make a new customer—or hold an old one.
For over a quarter century nothing has equalled "Dandelion Brand" in quality or excellence of coloring.
We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL
WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color
Dandelion Brand Butter Color
The color with the golden shade

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

May.

Harper's Monthly.

Shredded Wheat, one page.
Jell-O, one page.
Postum, one page.
Royal Purple Grape Juice, one page.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Baker's Cocoa, quarter page.
Grape Nuts, quarter page.

Collier's Weekly.

Van Camp's Pork and Beans, half page.
Pettijohn's, five inches.
Sunkist Oranges, one page.
Velvet Tobacco, half page.
Gluten Flour, two inches.
Anola and Adora Wafers, quarter page.
Cream of Wheat, one page.
Campbell's Soups, half page.
Puffed Wheat and Rice, half page.
Hires Root Beer, half page.
Quaker Oats, quarter page.
Three-in-One Oil, quarter page.
Bull Durham Tobacco, one page.
Prince Albert Tobacco, one page.

McCall's Magazine.

Puffed Wheat and Rice, one page.
Campbell's Soups, third page.
Instant Postum, third page.
Dromedary Cocoanut, third page.
Van Camp's Pork and Beans, third page.
Arbuckle's Coffee, one page.
Wear Ever Aluminum, third page.
Royal Baking Powder, two-thirds page.
Knox Gelatine, third page.
Coca Cola, one page.
Eagle Brand Condensed Milk, half page.
Corn Puffs, two-thirds page.
Gold Dust, sixth page.
Old Dutch Cleanser, one page.
Crisco, half page.
Dromedary Dates, four inches.
Minute Gelatine, sixth page.
Mapleine, four inches.
Kitchen Bouquet, three inches.
Jell-O, half page.
Baker's Cocoanut, two inches.
Wizard Polish, half page.
Three-in-One Oil, six inches.
Pettijohn's, six inches.
Sani-Flush, six inches.

Pearson's.

Lucky Strike Tobacco, one page.

Designer.

Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Instant Postum, quarter page.
Liquid Veneer, one page.
Parrot Silver Polish, eight inches.
Coca Cola, half page.
Puffed Wheat and Rice, half page.
Royal Baking Powder, half page.
Van Camp's Pork and Beans, half page.
Corn Puffs, one page.
Eagle Brand Condensed Milk, quarter page.
Three-in-One Oil, six inches.
Wear Ever Aluminum, eighth page.
Pompeian Olive Oil, eighth page.
Jell-O, quarter page.
Pettijohn's Bran with Rolled Wheat, six inches.
Lipton's Tea, eighth page.
Welch Grape Juice, eighth page.
Tanglefoot Fly Paper, eighth page.
Knox Desserts, quarter page.
Old Dutch Cleanser, one page.

Delineator.

Crisco, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Pettijohn's, six inches.
Instant Postum, quarter page.
Coca Cola, half page.
Royal Baking Powder, half page.
Puffed Wheat and Rice, half page.
Eagle Brand Condensed Milk, quarter page.
Lea & Perrins' Sauce, four inches.
Van Camp's Pork and Beans, half page.
Welch Grape Juice, eighth page.
Three-in-One Oil, seven inches.
Jell-O, quarter page.
Corn Puffs, one page.
Knox Gelatine, quarter page.
Pompeian Olive Oil, eighth page.
Parrot Polish, eighth page.
Liquid Veneer, one page.
Tanglefoot Fly Paper, eighth page.
Wear Ever Aluminum, eighth page.
Lipton's Tea, eighth page.
Old Dutch Cleanser, one page.

Ladies' World.

Three-in-One Oil, eighth page.
Cream of Wheat, one page.
Old Dutch Cleanser, quarter page.
Corn Puffs, one page.
Dromedary Dates, quarter page.
Normanna Table Delicacies, two inches.
Instant Postum, quarter page.
Woodley's Mate (Table Beverage), one inch.
Puffed Wheat and Rice, half page.
Cox's Gelatine, one inch.
Eagle Brand Condensed Milk, quarter page.
Lowney's Cocoa, two inches.
Royal Baking Powder, half page.
Sauer's Extracts, two inches.
Welch Grape Juice, quarter page.
Lipton's Tea, quarter page.
Tanglefoot Fly Paper, eighth page.
Bon-Ami, one page.
Liquid Veneer, six inches.
Sunshine Biscuits, quarter page.
Carnation Milk, quarter page.
Minute Gelatine, eighth page.
Rumford Baking Powder, five inches.
Quaker Oats, quarter page.
Van Camp's Pork and Beans, quarter page.
Knox Gelatine, quarter page.
Mapleine, four inches.
Pettijohn's, six inches.
Sani-Flush, six inches.

Saturday Evening Post.

Crisco, one page.
Van Camp's Pork and Beans, half page.
Beech-Nut Peanut Butter, quarter page.
Kellogg's Toasted Corn Flakes, one page.
Underwood Deviled Ham, quarter page.
Clicquot Club Ginger Ale, quarter page.
Fairy Soap, quarter page.
Ivory Soap, two pages.
Campbell's Soups, two half pages.
Velvet Tobacco, half page, one page.
Sun Maid Raisins, half page.
Three-in-One Oil, quarter page.
Whitman's Chocolates, quarter page.
Prince Albert Tobacco, one page.
Carnation Condensed Milk, quarter page.
Heinz Baked Beans, quarter page.
Barrington Hall Coffee, quarter page.
California Sunkist Oranges, one page.
Hires Root Beer, half page.
Two-in-One Shoe Polish, quarter page.
Dromedary Cocoanut, four inches.
Prince Albert Tobacco, one page.
Snider's Pork and Beans, one page.
Old Dutch Cleanser, one page.
Onyx Enamel Ware, quarter page.
Duke's Mixture Tobacco, half page.
Sun Maid Raisins, half page.
Calarab Figs, eighth page.
Clicquot Club Ginger Ale, quarter page.
Beech-Nut Peanut Butter, quarter page.
Bull Durham.
Pompeian Olive Oil, one inch.
Palm Olive Soap, one page.

McClure's.

Pear's Soap, one page.
Packer's Tar Soap, one page.
Ivory Soap, one page.
Campbell's Soups, one page.
Bon Ami, one page.
Whitman's Chocolates, half page.
Instant Postum, one page.
Lucky Strike Tobacco, one page.
White House Coffee, four inches.
Cream of Wheat, third page.
Shredded Wheat, one page.

Leslie's Weekly.

Puffed Wheat and Rice, half page.
Pettijohn's, four inches.
Palm Olive, one page.

The Woman's Magazine.

Crisco, one page.
Instant Postum, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Liquid Veneer, one page.
Pettijohn's Breakfast Food, five inches.
Wear Ever Aluminum, eighth page.
Welch Grape Juice, eighth page.
Three-in-One Oil, eighth page.
Van Camp's Pork and Beans, half page.
Royal Baking Powder, half page.
Puffed Wheat and Rice, half page.
Parrot Polish, quarter page.
Lipton's Tea, eighth page.
Coca Cola, half page.
Eagle Brand Condensed Milk, quarter page.
Pompeian Olive Oil, eighth page.
Lea & Perrin's Sauce, four inches.
Jell-O, quarter page.
Corn Puffs, one page.
Knox Gelatine, quarter page.
Tanglefoot Fly Paper, eighth page.
Old Dutch Cleanser, one page.

Woman's Home Companion.

Ivory Soap, one page.
Van Camp's Pork and Beans, quarter page.
Old Dutch Cleanser, quarter page.
Campbell's Soups, half page.
Welch's Grape Juice, half page.
Instant Postum, quarter page.
Quaker Oats, quarter page.
Crisco, quarter page.
Corn Puffs, one page.
Puffed Wheat and Rice, half page.
Beech-Nut Peanut Butter, quarter page.
Minute Gelatine, two inches.
Colburn's Mustard, two inches.
Lea & Perrin's Sauce, four inches.
Dromedary Cocoanut, eighth page.
Kitchen Bouquet, three inches.
Pettijohn's, six inches.
Jell-O, quarter page.
Scot Tissue Towels, quarter page.
Airline Honey, eighth page.
Junket Tablets, one and a half inches.
Sani-Flush, ninth page.
Liquid Veneer, eight inches.
Knox Gelatine, quarter page.
Three-in-One Oil, eighth page.
Eagle Brand Condensed Milk, eighth page.
Fairy Soap, quarter page.
Tanglefoot Fly Paper, quarter page.
Royal Baking Powder, half page.
Red Wing Grape Juice, one page.
Kellogg Toasted Corn Flakes, one page.

The Century Magazine.

Fairy Soap, one page.
Swift's Premium Ham and Bacon, one page.
Campbell's Soups, one page.
White House Coffee and Teas, half page.
Occident Flour, one page.
Ivory Soap, one page.
Libby's Olives and Olive Oil, one page.
Peter's Milk Chocolate, one page.

Ladies' Home Journal.

Ivory Soap, one page.
Van Camp's Pork and Beans, quarter page.
Crisco, one page.
Bon Ami, quarter page.
Occident Flour, one page.
Old Dutch Cleanser, one page.
White Naptha, quarter page.
Campbell's Soups, half page.
Three-in-One Oil, five inches.
Minute Tapioca, half page.
Welch Grape Juice, one page.
Wear Ever Aluminum, eighth page.
Pettijohn's Breakfast Food, five inches.
Red Wing Grape Juice, one page.
Armour's Lard, Star Hams and Bacon, half page.
Parrot Polish, eighth page.
Corn Puffs, half page.
Hormel's Dairy Hams and Bacon, three inches.
Dromedary Dates, eighth page.
Swan's Down Cake Flour, two inches.
Burnett's Vanilla, eighth page.
Kornlet, three inches.
Fairy Soap, quarter page.
Mapleine, four inches.
Underwood Deviled Ham, quarter page.
Kellogg's Bran, three inches.
Liquid Veneer, eight inches.
Eagle Brand Condensed Milk, quarter page.
Knox Gelatine, quarter page.

For big sales—maximum profits
—safety—pleased customers

Quaker Oats

It is the one package of oatmeal that will please every customer and make the handling of numerous odd brands unnecessary.

It absolutely protects your profit

Insures you the greatest possible sales.

Gives your customer the package in which she has implicit confidence.

You eliminate all risk.

It will pay you best to make your summer stock Quaker Oats.

The Quaker Oats Company

60 Ways to Use WILBUR'S COCOA

IS BEST FOR

Made in Philadelphia

are the 60 good reasons why wise housewives buy it and wise dealers push it. We keep consumers interested by steady advertising, we keep them pleased by maintaining quality and purity. No wonder WILBUR'S

SELLS LIKE SIXTY

and leads all others in sales to consumers and profits to dealers.

Tell your customers about the 60 delicious cakes, cake icings, puddings, sauces, desserts and candies they can make with WILBUR'S COCOA and you'll find it easy to sell them the *big pound cans* of WILBUR'S.

WITH THE BIG PROFIT

instead of the small quarter pounds of other cocoas with the small profit.

Let us send you a supply of our complete Cocoa Recipe Books—"Cooks' Tours Through Wilburland"—and our special plan for helping you increase your sales.

H. O. Wilbur & Sons, Inc.
PHILADELPHIA

Baking
Cakes
Cake Icings
Charlottes
Custards
Ice Cream
Puddings
Pies
Sauces
Desserts
Candy
Hot Cocoa
Iced Cocoa
Cocoa Syrup

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO CUSTOMERS

"When you use WILBUR'S COCOA for icing cakes, you don't have to cook it like chocolate. This saves time and trouble and there's no danger of your icing being lumpy."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Swift's Premium Ham, quarter page.
Tanglefoot Fly Paper, eighth page.
Palm Olive Soap, one page.
Kellogg's Toasted Corn Flakes, one page.

The Outlook.

Puffed Wheat and Rice, one page.
Royal Baking Powder, one page.
Belle Mead Sweets, quarter page.
Instant Postum, one page.
Quaker Oats, one page.
Bull Durham Tobacco, one page.
Ivory Soap, one page.
Welch Grape Juice, one page.
Pettijohn's Bran, quarter page.
Nabisco, one page.

Everybody's Magazine.

Bon Ami, one page.
Instant Postum, one page.
Campbell's Soups, one page.
Carnation Brand, one page.
Lucky Strike Tobacco, one page.
Three-in-One Oil, quarter page.
Ivory Soap, one page.
Grape Nuts, one page.

The American Magazine.

Cream of Wheat, one page.
Lucky Strike Tobacco, half page.
Welch Grape Juice, quarter page.
Whitman's Chocolates, quarter page.
Nabisco Sugar Wafers, half page.
Velvet Tobacco, third page.
Ivory Soap, one page.

Good Housekeeping.

Baker's Cocoa, one page.
Lowney's Cocoa, one page.
Armour's Simon Pure Lard, one page.
Wesson Oil, one page.
Crisco, one page.
Ivory Soap, one page.
Campbell's Soups, one page.
Lipton's Tea, one page.
Kellogg's Toasted Corn Flakes, one page.
Fel's Naptha Soap, one page.
Skinner's Macaroni, one page.
Royal Purple Grape Juice, one page.
Sunshine Biscuits, one page.
Dromedary Cocoanut, one page.
Three-in-One Oil, quarter page.
Swan's Down Cake Flour, two inches.
Sauer's Flavoring Extracts, three inches.
Colburn's Spices, quarter page.
Ballard's Edible Bran, quarter page.
Kitchen Bouquet Flavoring, quarter page.
Kellogg's Bran, quarter page.
Yacht Club Sardines, quarter page.
Scot Tissue Towels, half page.
Liquid Veneer, half page.
Del Monte Fruits, half page.
Hormel Sliced Bacon, half page.
Good Luck Rubber Jar Rings, half page.
Burnett's Vanilla, half page.
Porcela Cleanser, one page.
Barrington Hall Baker-ized Coffee, one page.
Beech-Nut Peanut Butter, one page.
Worcester Salt, one page.
Old Dutch Cleanser, one page.
Bon Ami, one page.
Crystal Domino Sugar, one page.

The Youth's Companion

Van Camp's Pork and Beans, quarter page.
Quaker Oats, quarter page.

Dayton Moneyweight Scales
S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

F. A. Ferris & Company

262, 264, 266, 268, 270 and 272 Mott St., New York

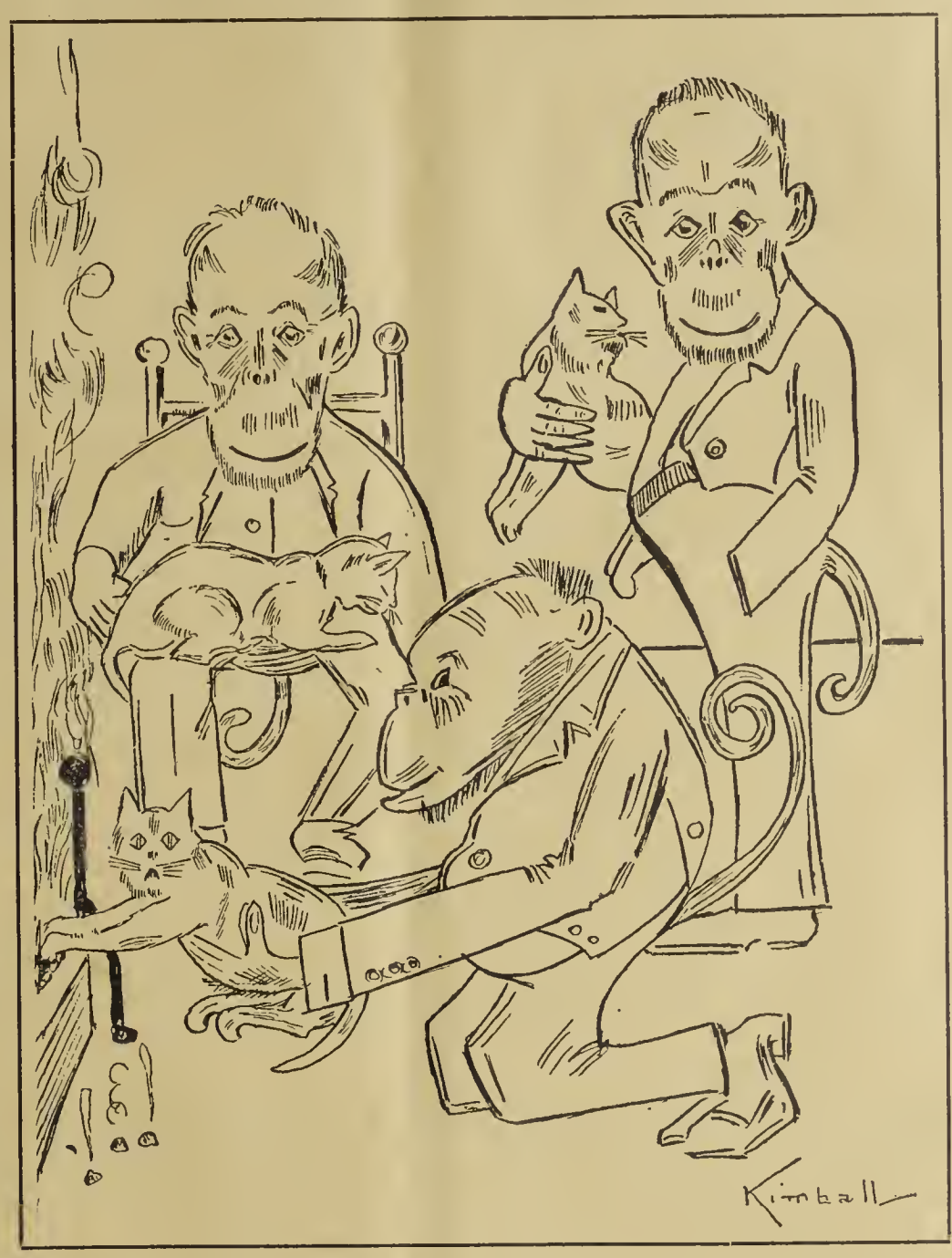
OUR NEW DEPARTURE IN ADVERTISING

OUR APRIL LETTER—To Progressive, Experienced, Well-Principled Grocers

CATS' PAWS AND HOT CHESTNUTS

About our Office Round Table the other day as to Retributive Results rom Over-Ambitious, Ill-Balanced Enterprise, Caustic Methods, etc., impulively used to increase one's sales, the old fable was quoted of the smart ionkeys who seized the paws of their confiding Cat friends to pull their .oasted Chestnuts out of the fire.

The next morning one of our Staff laid down on Our Senior's desk the ketch we offer you to-day. Pretty good for an amateur? This suggests to s that sometimes Merchants may not recognize the by-product talent of their)ffice Associates. Our compliments in this public fashion to Mr. Albert P. Kimball, our Head Export Order Clerk. His forceful Monkey, Cat's Paw and Hot Chestnuts cartoon may help one and another of us vigorous, aggressive Distributors to ask: "After all, is my enterprise, acquaintance, position, capital, acilities, etc., being used a la Cat's Paw by other Interests to their adantage versus mine?"



Now we invite you to an Office Four O'Clock Tea—English, you know—and as we "pour" we will pass around proofs of the Kimball cartoon and ask you between sips, while we are having a heart to heart talk, to mark on the three massive brows of these Simians, so sleek and well-to-do, the name of some co-operator who, as you now see it, has come practically to putting your paws into his fire. Is he eating Hot Chestnuts in comfort while we nurse our burned paws and go without our share of the Chestnuts? Whose Hot Chestnuts are we pulling out of the fire? A Question worth while? The fire **is** hot; our paws **can** burn. Who gets the Chestnuts?

HOT CHESTNUT No. 1

"Misguided Enterprise." The business game we are playing is full of excitement—appeals to our ambition and hope. Are all measures that seem enterprising likely to prove to be worth while? They seduce us in various ways. One of the largest Houses in the world awhile ago attempted to capture trade in a distant field. For years the market was traveled, long credits gradually offered, prices cut galore. After ten years the whole scheme was dumped overboard. A Confidential Man frankly told us "That was a false policy from the start. We lost lots of money and time and—well, it was like a young man sowing his wild oats." And are not business wild oats as devilish in the crop as the other kind? Who drew the Hot Chestnuts in this case and who nursed the burned paws?

HOT CHESTNUT No. 2

Ways that dodge "A Square Deal." This card came by mail to "Our Senior's" home:—

An Announcement

After February 1, 1915, all charged or paid purchases will be delivered free of charge throughout the United States. Our patrons will thus have the benefit of the lowest prices combined with free delivery service. Advantages which are not offered by any other House in this line of business. ——— ——— ———, Inc.

An enterprising bid for winning trade from other folks. You and your friend from San Francisco drop in and look over their stock. You are both mightily pleased with a $200 watch. Finally you each order one and put down your $400 in cash. Your friend is traveling rapidly for three months and does not want an extra watch of this value in his pocket or his luggage. "We will send it by express, without charge, to your California home," says the obliging Salesman. "All's well that ends well." But as you measure it up afterwards do you not say, "———, Inc.," prepay expressage, $5, and sold the watch to my friend for $195 net to them, while I took mine at their counter and paid $200. Would you ever after have a little heart grudge against ———, Inc., feeling they had euchered you out of $5 somehow? Does it seem to you that this was a square deal?

And will the other houses play the Cat's Paw game thereafter? How long will ———, Inc., be "the only House in the Trade that holds the (supposed) credit of offering special advantages in free delivery service?" And when "the others" have followed suit and everybody is prepaying express charges, does it mean that the whole circle have cut this clean slice of expense out of their net profit without any compensating gain? And will "———, Inc.," have to buck up against a prejudice they have developed in former nearby customers that the game was against them? Chestnuts again? Was this the work of a brainy, wise, fair-minded Merchant, or is the hand of "A Simian" back of it? Is over-reaching "smartness" worth while in the long run for any reputable, leading House?

We spoke in our last letter of some superb grade Specialties we had personally tested, suggesting they would be worth while to any high-toned Distributor, who is turning back again to splendid quality and adequate profits as trump cards for the future in his business game.

If you are looking for this sort of attraction send $2.65 to W. L. Benchley, Esq., President The Benchley Fruit Co., Fullerton, Cal., and ask him to send you a 9-lb. carton of their Special Budded English Walnuts. In a fortnight it will be delivered at your door, all charges prepaid. Test these Nuts on your own table and see if you can buy any Nuts that match them in appearance, quality, uniformity and flavor.

Suppose also you send $1 to Jos. J. White, Inc., Grower of Cranberries, New Lisbon, N. J., and he will forward to you a carton containing 8 quarts of Cranberries of their special variety and raising. On the table the Cranberries will open out as large as Cherries. If you choose to have Cranberry Jelly, strain the fruit in the usual way. The Jelly will be found fine.

OTHER HOT CHESTNUTS THAT DON'T BURN

Ferris Hot Chestnuts Roasted and Pulled Out by Ourselves. There are no burned paws for our friends here. Our Representative in New England reports a very pleasant interview with M. Bros. "They are hustling men, enthusiastic about our goods, having Daily Newspaper ads. They expect to increase the sale of their Ferris Products right along. The goods give absolute satisfaction. They are following this idea with their entire stock, pushing only high-class goods and no 'cut prices.'"

He reports also that L. Co. "consider Ferris Hams and Bacon in a class by themselves. They never ask prices in buying and the quality brings them generous profit." This means that **we** want to ship Ferris Roasted Chestnuts **to you** every week and have you put your determination, acquaintance and enterprise back of steadily enlarging your distribution. We will burn our fingers if necessary, but will never ask you to burn yours for our sakes; since we can serve you well, you will deserve increased popularity and profit.

Awaiting your commands, we remain, with all good wishes,

Very sincerely yours,

F. A. FERRIS & COMPANY.

And how do you like our April letter?

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

From Counsel for the United Profit-Sharing Corporation.

New York, April 27, 1915.

To the Editor.

Dear Sir:—I see in your issue of April 16th a comment on the law recently passed in Colorado forbidding gift enterprises. Your article states that it has not been decided in this country whether it is lawful to give a china saucer with a pound of tea. In this the writer of the article was mistaken as the point has been decided in several cases..

The first of these cases was People vs. Gillson, 189 N. Y. 389. in which the New York Court of Appeals held it was lawful for the merchant to give a coupon with each pound of tea or coffee and to redeem two of these coupons with a cup and saucer. The opinion was written by Mr. Justice Peckham, who was later an Associate Justice of the Supreme Court of the United States. It is a very powerful discussion of the subject and holds that the giving of such a coupon has nothing to do with the public health, the public safety, or the public morals.

Another case is that of Commonwealth vs. Emerson 165 Mass. 146, in which the opinion was written by Mr. Justice Oliver Wendell Holmes, who is now one of the Justices of the Supreme Court of the United States. In this case he held that a retail tobacconist could lawfully give a photograph of a prominent actress as an inducement to purchase a package of tobacco, the buyer taking his choice from several such photographs.

In the case of Winston vs. Beeson, 135 N. C. 271, it was decided that the trading stamp business was not a "gift enterprise" and in the later case of People vs. Gregory, in the Supreme Court of the United States, the opinion of the North Carolina Court was cited with approval.

It is possible that the Legislature of Colorado intended the "gift enterprise" law to affect the premium advertising business, but as a matter of fact the Supreme Court of Colorado had already decided that the premium advertising business was not a "gift enterprise" in the case of City of Denver vs. Frueauff, 39 Col. 20.

Sincerely,
JOHN HALL JONES,
Attorney United Profit Sharing Corporation.

We are glad to get the above information, but desire to say that the particular point which was in the writer's mind when he wrote that it has never been decided in this country whether it was lawful for a man to give away a china saucer with a pound of tea, is not decided by any of the cases Mr. Jones cites. The thought was not that the legality of *stamps or coupons entitling the holder to a china cup* had or had not been decided, but that the direct gift itself—the cup owned and presented by the dealer when he sold the tea, had not been decided.

* * *

Apropos of Cowley & Co.'s Campaign to Meet Mail Order Competition.

Marquette, Neb., April 24, 1915.

To the Editor.

Dear Sir:—I am in receipt of your letter of the 21st inst. and am grateful for your interest in my publication, the "A. B. C. Monthly," and our campaign for business that is now going to the mail-order houses. I regret that I do not have the time at present to go into this matter of results in detail as fully as I would like, but possibly at a little later date when we shall have been "up against" some of the problems connected with swinging some of that business our way, we may be able to furnish you with an article along that line. We had a very favorable opening and, in fact, the interest is keeping up well in spite of the busy farming season. The campaign is the country talk and is the best advertising we have ever done. With the addition of a little personal work which we expect to give soon, we feel that the returns will be very large.

There is more back of this campaign than is apparent on the surface, as I have back of me one of the largest grocery concerns on the Missouri River (Tolerton & Warfield Co., of Sioux City), who are trying out a cash-with-the-order wholesale plan in territo outside of that which properly b longs to them and goods a billed at the cost of doing bus ness less the cost of the traveli salesman and the credit losses a bookkeeping. We have had tw or three mail-order $10 combin tion orders presented which w have lined up and then demo strated where they could buy ju as cheap out of open stock, a we did not fill any of them b feel that we made permane friends and customers. We mad them feel that we would be ve glad to fill the orders but we working for their interest. W be glad to give you any other i formation. I am mailing yo photo of the window and samp of display comparison cards o which you will note that we mad the comparison regardless which way it went.

Yours,
A. B. COWLEY.

Last week we published a de scription of the campaign of A. Cowley & Co., general merchant of Marquette, Neb., to meet th competition of the mail-orde houses. We wrote Cowley & Co asking how their "opening" o April 17th turned out, and th above letter was the answer.

* * *

Learning to Do Advertising.

Columbia, Pa., April 22, 191 To the Editor.

Dear Sir:—Business in ou town is dull and to make it mor so, a chain store concern ha come to town.

As a subscriber to your pape I would consider it a favor if yo would either hand my name t some firms who have reliabl methods or schemes of advertis

KIRK, FOSTER & CO.
WHOLESALE GROCERS
208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

Real Values for Shrewd Buyers

We have selected a few items on which we believe it would pay you to anticipate your wants. Prices are low and the goods have merit

SYRUPS—With the market from one to two cents higher than it was thirty days ago, we are still able to give our trade the advantage of old prices, orders should be placed promptly to secure the benefit of this. Nothing nicer than our **Challenge Table Syrup**; other favorites include our **Royal Table, Very Best, Starlight, King B, White Clover, Ex. Amber, Ex. Maple,** etc. Also a fine line of choice New Orleans Molasses, Canned Syrups and Canned Molasses.

CANNED MOLASSES—We offer a pure N. O. Molasses in No. 2 tins, three dozen in a case, "Prize Brand," at 75c per dozen. This is a good molasses at a low price and we do not hesitate to recommend it.

PORK AND BEANS—Quaker City Brand. These goods are packed in No. 3 tins, tomato sauce and plain. They were packed expressly for us and have quality. With the present price of beans they are very cheap, and when this lot is sold cannot be duplicated at this price. In tomato sauce, $1.05 per dozen; or plain, at $1.00 per dozen.

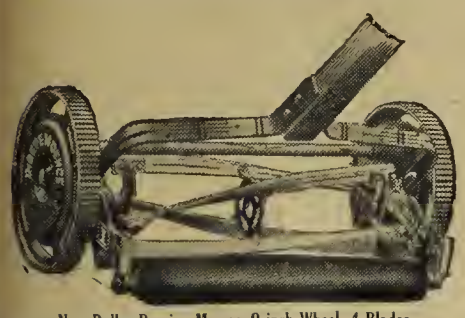
FANCY COLORED DAIRY CHEESE—Paraffined and average weight 35 pounds. Fresh quality September made, snappy flavor and equal to the Imported English Dairy Cheese. Price, 20c per pound.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

Buy the Best "PHILADELPHIA" Lawn Mower

THE STANDARD OF THE WORLD

All Knives Vanadium Steel



New Roller Bearing Mower, 9-inch Wheel, 4 Blades

Twenty-one Styles Hand Mowers — Six Styles Horse Mowers

ALL HIGH-GRADE

Don't purchase Mowers until you see our line

The Philadelphia Lawn Mower Co., *MAKERS OF High-grade Mowers,* **Philadelphia, Pa., U. S. A.**

27

Figure out the effect of national advertising upon yourself. How much easier it is to sell you goods which are nationally advertised, than to sell you goods for which *you* must create a demand.

Don't you see that the principle is precisely the same when you resell nationally advertised goods?

Both you and your customers prefer buying them because they are guaranteed by the standard set by national advertising.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills. "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

The Different Kind

of a soap—that in a nutshell is **Fels-Naptha.**

The genuine quality of **Fels-Naptha** soap—actually doing all we claim for it—makes it popular wherever women can get it.

Be sure they may always quickly obtain **Fels-Naptha** in your store.

In Pennsylvania Alone

over 30,000 matches are used every minute; they're the biggest small thing you sell. But there's one that's bigger than all the rest—bigger in service to your customers and in satisfaction to you; the *one* match that's safest for you to handle, safest for you to sell, safest for people to use. It is **the**

SAFE HOME MATCH

Inspected and Labeled by the Underwriters' Laboratories, Inc.

¶ The only match ever awarded a Grand Prize and Medal for practical demonstrated safety; the only match that is advertised extensively to Pennsylvania homes.

¶ The way to get home trade and *keep it at home* is to give your customers

THE VERY BEST

value for their money. The best match in the world, in every respect, is the Safe Home Match, because

The sticks are long and strong, the heads don't fly off, they never light till you want them to, they burn evenly, are NON-POISONOUS and every one a REAL match; light it anywhere. Packed in big, safe boxes to

Retail at 5 Cents

MADE ONLY BY

THE DIAMOND MATCH COMPANY - - NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY SERVICE OUR

SAY TO CUSTOMERS

"SAFE HOME MATCHES are the cheapest to buy because every one is a *real* match.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

ing, something that will bri business in face of my obstacl or send me names of firms. I a young in the business but am d termined to make it go. Any a vice or plan you can give me will be very thankful for. A if such information be given confidentially I assure you it w be kept.

Thanking you in advance your interest in me, I beg to r main,

Yours thankfully,
A. H. DERSTLER.

We know of a number of pr fessional advertising concer schemes, but we have investigat most of them and do not belie that they could give you a practical benefit. Their schem are all machine made and are n adapted to individual cases suc as yours.

There are from time to tim being advertised in this pap various advertising ideas whic we suggest that you investigat using your own judgment aft you have their literature, as t whether you can adapt any t them to your particular needs.

In a general way we will say t you what you probably alread know, that this appears to be th age of premiums and any goo premium plan seems to attrac business nowadays. Whether is good policy to get business thi way is a matter of opinion.

The writer believes it would b a good idea for you to get in touc with some good correspondenc school in advertising, such as th Page-Davis Company, of Ne York. Undoubtedly they ca teach you to do good advertisin for yourself, and that kind of ad vertising would undoubtedly b very much better for you tha anything you can buy fro scheme companies.

* * *

Makers of Mayflower Washboards.

Egypt, Pa., April 28, 1915.
To the Editor.

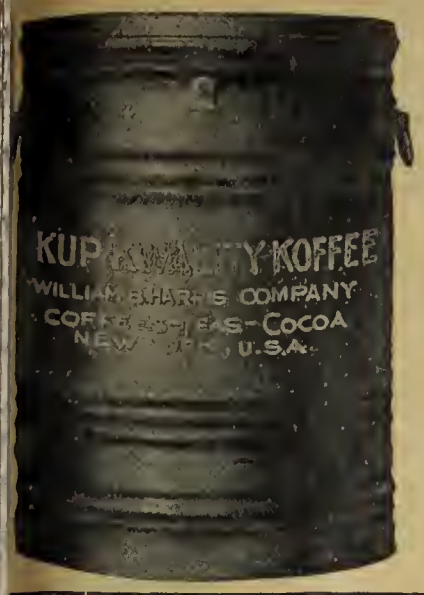
Dear Sir:—Kindly furnish ad dress of Murdock & Co., makers o Mayflower washboards.

Respectfully,
J. M. PETERS & Co.

The address is Winchendon Mass.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.



Don't Buy Coffee in Bags When You Can Get It in Steel Drums

¶ Leaving everything aside but the fact that you throw the bag away, while you save and use the Drum, the latter is the way to buy. But there are other things.

¶ The bag is dusty and dirty—the drum is a sealed package.

¶ The bag is sloppy and unattractive—the polished steel drum is a good salesman.

¶ The bag is unsanitary—the steel drum is absolute hygienic and sanitary.

¶ The bag has no preservative quality—the steel drum keeps coffee's strength indefinitely.

¶ We charge no more to pack coffee in steel drums.

THE WILLIAM B. HARRIS CO.
CUP QUALITY EXPERTS
Teas :: Coffees :: Spices 65 Front St., NEW YORK

Stores That Look Like Junk Shops

No matter how hard you try to avoid it, your store will look like a junk shop if its shelves are overcrowded.

Of course you can overcrowd shelves supported by **Baines' Brackets,** but you won't reach the crowded point until you've got 25 per cent. more goods on the shelves than you can put on the old-fashioned shelves.

Baines' Brackets hold up shelves without the old-time uprights that eat up space. The whole, unobstructed shelf-length is available for goods. We've figured up the gain many times—it amounts to a clear increase in shelf room of 25 per cent.

PIQUA BRACKET CO. = = Piqua, Ohio

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA

The Grocery Markets

Tea.

The tea market shows no particular change for the week, except that in ordinary grades some holders are willing to make small concessions, owing to the fact that the new season will shortly open. The trade are all waiting for the season for new Formosa to open and are expecting that the price will be from 1½ to 2 cents a pound higher than last year. Advices were received from London during the week that low-grade India-Ceylons were ruling there at 24 cents a pound, which is about twice the normal price and three times what the price has at times been. The consumptive demand for tea is fair only. Later.—The Formosa market has opened at about the expected advance.

Coffee.

The coffee market is not materially changed from a week ago. Options have eased off a little, but actual Rio and Santos coffee have been a slight fraction higher than in this country on account of firm feeling in Brazil. As has been the case for several weeks, good roasting coffee commands a premium and ordinary grades find their own market. Milds are dull and in buyer's favor. Mocha shows another slight decline during the week and is very quiet. Java unchanged and dull.

Sugar.

The sugar market has shown a number of small fluctuations, speaking now of raws, during the week, but the situation is not materially different from a week ago. The Cuban crop condition is the particular factor in the market now, together with the European demand. Refined sugar is actually unchanged and in fair request, although some refiners are quoting 6 cents. They will still sell at 5.90 cents.

Syrup and Molasses.

Glucose is unchanged for the week. Compound syrup is in light demand at unchanged prices. Sugar syrup and molasses unchanged and quiet.

Fish.

Mackerel shows no change for the week and is in very light demand, at nominal prices. Cod, hake and haddock dull, as is usual at this season; prices unchanged. Holders of salmon are trying to unload, and in the East purchases can be made at the same price as on the coast, which means that we are relatively lower here by the amount of the freight, or about 7½ cents per dozen. The demand is not responding very largely. The market for new domestic sardines, in a large way, f. o. b., opened nominally at $3 for quarter oils, but holders are taking orders for $2.75. The yield so far has been much better than usual.

Canned Goods.

Tomatoes are slightly firmer, and some holders are now asking 70 cents in a large way, f. o. b., for Maryland No. 3s. Still others refuse to sell below 67½ cents, but it is still possible to buy at 65 cents from some packers. Nobody is interested in future tomatoes, and not very many in spot. There is some good demand for corn and also for cheap peas. The general market is quiet, prices being unchanged throughout. Apples are still dull and cheap. California canned goods unchanged, with the trade waiting for future prices. With the exception of one packer, nobody has named prices as yet, but it seems to be generally expected that new prices will be lower than last year, owing to the large carry-over of spot goods and the possibilities of a larger crop, particularly in peaches. Small Eastern staple canned goods are unchanged and quiet.

Dried Fruits.

Spot prunes are dull at ruling prices. There has been some little flurry during the week in futures, but prices close the week not materially different from the opening. The crop will be larg than last year and the particular fact in the situation is what the foreign d mand will be. England has alrca bought considerable prunes. Holde are buying considerable, upon the e pectation that she will buy mo Peaches and apricots are dull and u changed, peaches particularly being r markably cheap. Raisins are nominal unchanged, although they can be boug in the East at a fraction under the coa price; demand is light. Currants a other dried fruits seasonably dull at r ing quotations.

Butter.

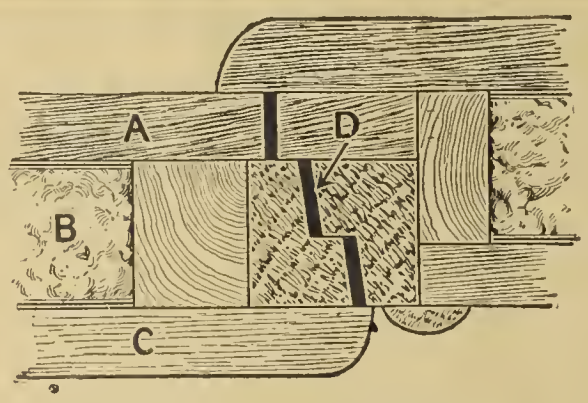
The demand for all grades of butt is absorbing the receipts upon arriv and the market is firm at an advan of 1 cent per pound. The consumpti demand is increasing considerably a both this and the receipts will probat increase as the season advances. N immediate change is in sight in the i mediate future, but later, as the su ply becomes larger, a decline may expected.

Eggs.

The receipts of eggs are large and t quality arriving is very good. The co sumptive demand is normal and a co siderable supply of eggs is going in storage. The market, however, has n been able to avoid a decline of 1½ cen per dozen during the week. At the r duced price it is steady.

Cheese.

Stocks of old cheese are becomi rapidly exhausted, both by consumpti



The Real Efficiency

of a Refrigerator is its method of circulating and purifying the air, taking up and throwing off all impurities and odors from the foods thus eliminating any possible chance for the development of germ life caused by moist stagnant air.

¶ In the **Howe Sanitary Refrigerator** the cold air falling from the ice chamber draws the warm air from the food chamber right onto the top of the ice where all odors and impurities are condensed and run off with the water from the melted ice through a trap connected with your drainage.

¶ The above wall construction keeps out the hot air which you don't want, and keeps in the cold air which you pay for and do want.

¶ See how the **Howe Sanitary Refrigerator** wall is made. Look at the cut: "A" is solid heavy oak wall, "B" is granite rock wool lining, "C" is selected Washington spruce lining, "D" is the dead air space between the patented interlocking door and the wall. It's the best refrigerator construction in existence.

¶ Price $50 to $150. Send for catalogue.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

You Can Increase Your Sales and Profits

¶ You can stimulate your trade and promote your business by using our "High grade—low price" Egg Cartons.

W. A. SCHURMANN & CO.
237 Diamond Street : Philadelphia, Pa.

Do You Remember This?

¶ Remember how many cereals have come and gone since **Wheatena** first appeared. Yet **Wheatena** has gone forward and sold better every year than the year before. Why? Because it is totally different than all the others—it stands alone. **Wheatena** is the hearts of the finest wheat that grows, prepared, packed and guaranteed quite differently from anything else. You will know this if you handle it.

THE WHEATENA CO., Rahway, N. J.
Member of the American Specialty Manufacturers' Association

l large export demands. The export nand, in fact, is taking not only old ese, but new, and the entire situa- n is firm on the present basis. There l probably not be much change in ese until the make increases, which l hardly be before another month.

Beans and Peas.

Pea beans are a shade higher for the ek, on account of scarcity, probably cents a bushel. Marrows are now et at $4.50, in a large way, per shel, owing to the same cause. Cal- rnia limas are still rather soft and parently nobody is quoting above 5.65 nts per pound, and some are willing sell at 5½ cents. Green and Scotch as are about 40 cents a bushel cheap- , by reason principally of lack of de- and.

Provisions.

All cuts of smoked meats are steady ruling prices, with however, an in- eased consumptive demand. Both re and compound lard are firm and changed. Barreled pork, dried beef d canned meats are in increased con- mptive demand at unchanged prices.

NDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

It cannot be said with truth that there a bull market for canned goods ahead f us, at least, not in the immediate ture, but the increased volume of siness done last week must be en- uraging to the canner and jobber ike. The buying orders were not lim- ed, as heretofore, to the leading staple ticles like tomatoes and corn, for in- ance. The demand has broadened to me extent, and a number of articles hich have been inactive were bought a moderate way for shipment to early all sections. The spring demand, far, has not been anywhere near the sual size, but the general line of goods first hands is small, comparatively, d has not been burdensome to the nners. The canning season for 1915 about to open up with spinach in ay, followed by strawberries, in which e jobbers are already showing interest. The tomato market was again active st week, and at the close the prices howed an advance over the week pre- ious of 2½ cents per dozen for the o. 2 size, and the No. 3 size shows trong indications of doing likewise. hat this market continues to be the heapest source of supply is shown by e orders which have come from nearly ll sections, and every order was for nmediate shipment to meet require- ents for prompt consumption, indicat- g a continuance of the demand until e next canning season in August. In- ending buyers may with confidence ook after their needs for the trade uring the next three or four months.

An advance in the prices of spot to- natoes will awaken interest in "fu- ures," about which there are more in- uiries and some increase in the buying. The canners show no disposition to re- duce their quotations for future deliv- ry; on the contrary, they are firmer n their views, chiefly because of the act that the farmers insist upon higher rcies for the coming crop.

Spot corn is in demand, especially the igher grades of Maine style and shoe- eg. There is some buying of future orn, also, but it cannot be called ac- ive. The offering of the new spring ack of spinach is attracting some or- ers for shipment when ready in May. The stock of spot spinach is practically leaned up. Sweet potatoes are in bet- er demand, especially in the West, both spots and futures. String beans and wax beans share in the buying, and they are a little firmer as to prices. There was light buying of the other vegeta- bles.

The line of canned fruits was un- changed this week, either as to prices or the demand. The same character of buying prevails, and the spring trade has caused little or no increase in the orders. The small daily orders for each of the items keep the market alive and hold the interest in them. Pears look cheap enough to buy at to-day's prices. There has been little or no trading, as yet, in any kind of fruits for future delivery.

Cove oysters are in fair demand, and prices are firm. They are worth atten- tion.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Spices.

The market continues active. For- eign markets are firmer in most grades. The foreign situation as to tonnage and deliveries is as unsettled as ever.

Peppers.—The arrival of three ves- sels has had a tendency to replenish the small stocks here, which had fallen to the lowest on record. Prices slight- ly easier on a pressure to sell, but we look for a reaction and higher prices are probable.

Red Peppers.—Are quiet and exceed- ingly scarce, with no change in price.

Cloves.—In better demand for all positions. High prices now look very probable.

Pimento (Allspice).—Easier and the demand is light.

Mace.—Rather dull and unchanged.

Nutmegs.—Steady, stocks being great- ly reduced. When the demand in- creases, we look for higher values to rule.

Cassias.—Active and steady. Prices abroad are higher. A firm market is in- dicated here.

Gingers.—Fairly steady. African, Ja- pan and Jamaica are firmer, with up- ward tendency. It is reported the crops of the three grades mentioned are small.

Green Ginger Root.—Now in active request, though no arrivals are expected until early June.

Tapiocas.—Dull and some little lower. The demand at this season is light.

Paprikas.—Prices are unchanged. De- mand continues fair. Hungarian is out of stock at present.

Seeds, Herbs, Etc.—Trading has been fairly active during the week. Seeds for pickling purposes are now in active demand. We look for much higher prices to rule on celery and mustard seed. Caraway and poppy are slightly easier. Sunflower has declined some little.

McCORMICK & Co.
Baltimore, Md.

Imported Fish Specialties.

Except for a better feeling all around, and more confidence in the general business situation, there has been no change in the market for our goods during the last week. In spite of the advancing season buyers are very eager to get hold of all the good lots of her- rings that are being offered, but, un- fortunately, there is little to be had of a quality that will satisfy the buyers.

The mackerel market is still exceed- ingly quiet and very little doing, and no change in price.

All kinds of imported sardines are selling nicely, orders come in very fre- quently, but mostly in hand-to-mouth quantities. Buyers do not seem to real- ize that it is merely a question of time when the prices for those imported sar- dines are bound to go higher, owing to the scarcity of supplies, and the diffi- culty of obtaining the same; and prin- cipally because there is such an enor- mous market for sardines of all kinds, particularly oil sardines from the coun- trics now at war. Our people in France now report to us that sardines and sprats in oil are being wanted very bad- ly by the War Department, but that they are not taking any tomato sardines or tomato sprats. All they want are sar- dines and sprats in oil, which are very scarce, and practically unobtainable in France.

Our people in Norway report the sit- uation of the cod fisheries to date as follows:—

Catch, 9 millions of stockfish and 36.7 millions of codfish, against 8.6 millions of stockfish and 48.1 millions of codfish in 1914; 5.1 millions of stockfish and 30.3 millions of codfish in 1913; 18 mil- lions of stockfish and 43.3 millions of codfish in 1912. They also report that there seems to be poor prospects of catch in Finmarken, as there is not very much fish there.

During the last two months there has been an enormous demand for salted

Believe in the Goods You Sell

A good salesman is an optimist. He is a salesman because he believes in his goods and knows how to make his customers believe in them and want them.

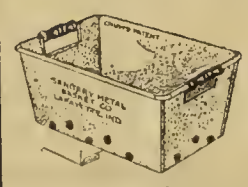
National Biscuit Company goods will make an optimist of any salesman or saleswoman. They are goods that everyone can believe in —and enthuse over. Better biscuit are not baked—whether crackers or cookies, wafers or snaps, sweetened or unsweetened.

National Biscuit Company products reduce selling expense: they take less time to sell, they repeat oftener and so bring in greater profits to the grocer.

GRAHAM CRACKERS
—an everyday article of food. The best Graham Crackers baked. Retail at 5 cents and 10 cents.

Sell biscuit baked by

NATIONAL BISCUIT COMPANY



Deliver Your Goods in Sanitary Metal Baskets

These baskets are made of galvan- ized iron, reinforced and strengthened so as to last a long time. Being per- forated, they are self-cleaning, also useless to the housewife enabling you to sell your wooden boxes.

Sanitary Galvanized Iron Metal Bas- kets are *economical* because they save space; *durable*, will outlast three of the old kind; *modern*, brings delivery system up to date; *cleanly*, no place for dirt to stay.

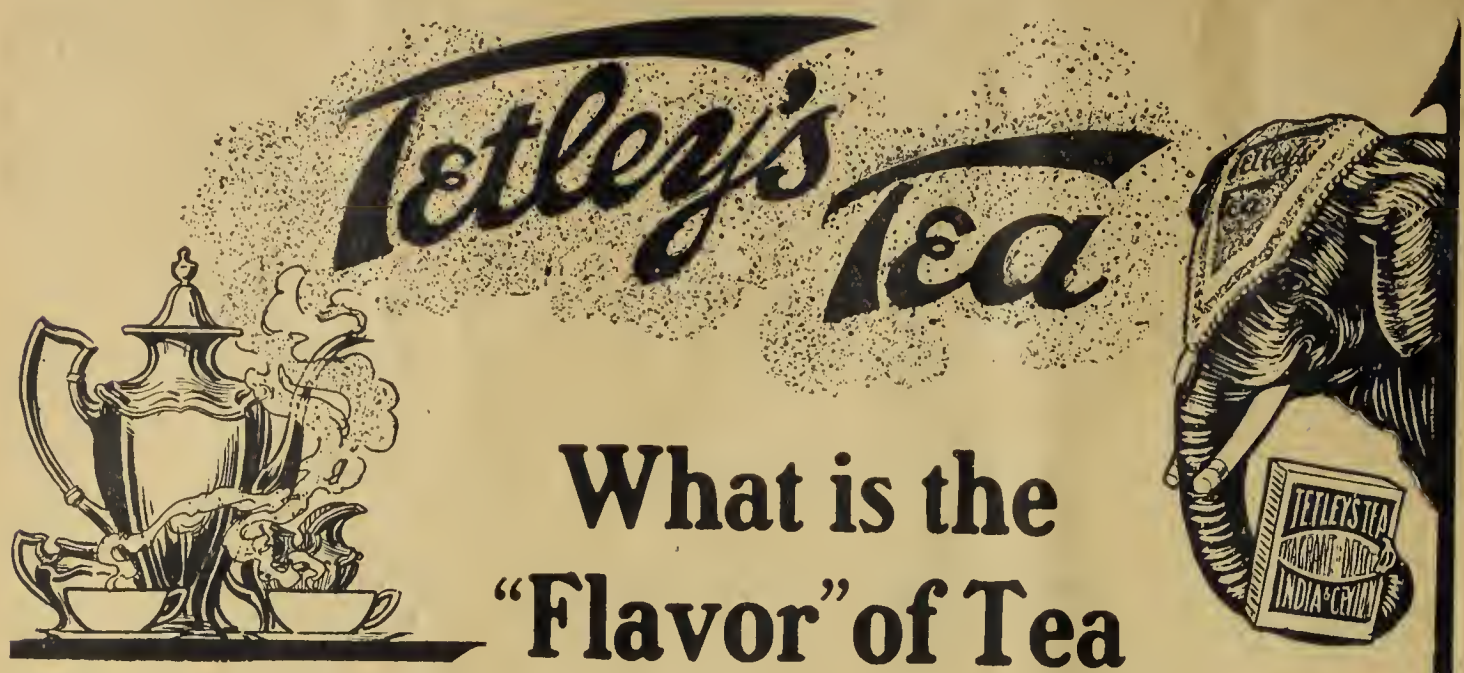
Price, $4 to $6 per dozen on baskets hold- ing from one to four pecks. Order to-day

Sanitary Metal Basket Co., Lafayette, Ind.

Reputation

as you know, helps the sale of an arti- cle wonderfully. When it comes to yeast, do you know of any other that has the reputation and prestige of

Fleischmann's Yeast



What is the "Flavor" of Tea

The Flavor of Tea is a dainty *Perfume*, easily lost upon exposure to the air. That is why *Bulk Tea* cannot run uniform in flavor or aroma. It is impossible to retain the delicate fragrance of any tea that is handled in *bulk*.

Many a merchant's business is built upon the reputation he makes as a seller of *good tea*. Why jeopardize *your* trade by selling tea *with the flavor left out*.

TETLEY'S TEAS

are the finest grown—carefully selected and scientifically blended to a permanently uniform flavor—then packed in attractive, air-tight tins, so that the tea retains all its delicious aroma and flavor.

Big sales of tea are easy when the brand you push is **TETLEY'S.** Recommend **TETLEY'S** and

Watch Your Tea Trade Grow

JOSEPH TETLEY & CO., Inc. : 108-110 Franklin St., New York

TELL YOUR CUSTOMERS

"TETLEY'S not only equals the best, but it is *better* than any other tea."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

fish from Germany, and cargo a cargo have been sold to Germany steadily advancing prices. Under dinary circumstances the saltfish is s at about kr. 3.50 to 4.50 per 20 kgr., Germany is now willingly paying fr kr. 6.50 to kr. 7.50 per 20 kgr. those 36.7 millions of salted cod taken so far in the waters of Norw over half has already been shipped Germany, and with that quantity tal out of the market, it is only natu to suppose that all the curers will all the codfish that they possibly get hold of in salt, and the same be done in Finmarken. Consequen there is all likelihood that stockfish be very scarce this coming season. Norwegian friends are therefore lo ing for some very high prices for b salted codfish as well as stockfish, and seems that they will not be disappoint

STROHMEYER & ARPE Co
New York.

Evaporated Apples, Etc.

The evaporated apple situation is changed here, with very little busin being done. There are no orders co ing from Europe and speculators c sider present prices too high to b while holders feel confident that th will have no trouble in cleaning up th stocks before another crop is here.

The market is nominally 7¼ to cents for prime, 7¾ to 8 cents choice and 8 to 8½ cents for fan all in 50-pound boxes.

While it is too early to say anythi about the size of the new crop, there some speculative buying of prime qu ity at 7 to 7¼ cents in 50-pound box for October-November shipment.

C. C. HALL
Rochester, N. Y.

ASSOCIATION NEWS.

National Retail Grocers' Associatio

The eighteenth annual conve tion of the National Retail Gr cers' Association will be held San Francisco, Cal., May 10th 13th next. The programme as follows:—

First Day—Monday, May 10th, 10 A. M.

Convention called to order and address of welcome by Fred W. Meyer, president Retail Grocers' Association of San Francisco.

Invocation, Right Rev. Bishop Edw. J. Hanna.

Address, "Welcome to San Francisco," by Jas. Rolph, Jr., Mayor of San Francisco.

Response to Mayor's welcome, by Mr. John H. Schaefer, Davenport, Iowa, vice-president of the National Association of Retail Grocers of the United States.

Address, "Welcome to California," by Mr. Herman Hohn, president California Retail Grocers and Merchants' Association.

Response to California's welcome, "From the Atlantic to the Pacific," Mr. Frank W. Mendum, Boston, Mass., trustee National Association of Retail Grocers of the United States.

Introduction of National President Frank B. Connolly, of San Francisco.

Gavel is turned over to National President, who then takes charge of the convention.

Address, "Commercial Development of Our Nation," by United States Senator James D. Phelan, of California.

Annual address, "Review of Year's Accomplishments," Frank B. Connolly, National President.

Appointment of committees:—
1. Rules and Order of Business.
2. Credentials Committee.
3. Auditing Committee.

Annual report of the secretary, John A. Green, Cleveland, Ohio.

Annual report of the treasurer, John H. Schaefer, Davenport, Iowa.

Report of National Organizer, W. M. Howe, Kansas City, Mo.

Annual report of Trade Regulations Committee, Sol Westerfeld, Chicago, Ill., chairman.

Annual report of Committee on Ways and Means, Harry Wissman, California, chairman.

Annual report of Committee on Legislation, John H. Brayshaw, Jr., Washington, D. C.

Report of Committee on Rules and Order of Business.

Report of Auditing Committee.

Report of Committee on Credentials (partial).

Introduction of past presidents.

Appointment of committees:—
1. Committee on Resolutions.
2. Committee on Changes in Constitution and By-Laws.

Second Day, Tuesday, May 11th.

10 A. M., at Exposition Auditorium, Civic Center. Convention called to order.

Reading of written reports of State presidents or State secretaries of progress made by associations in their respective States during the past 12 months. Five minutes allowed each State to report. Three copies of report to be filed with secretary of convention.

Address, "Our National Association," by Secretary John A. Green, Cleveland, Ohio.

Address, "The Grocery and Allied Trade Press," by Geo. J. Schulte, St. Louis, president Grocery and Allied Trade Press of America.

Address, "The Advertising Situation," by C. M. Wessels, Philadelphia, advertising representative National Association of Retail Grocers.

Continuation of State reports.

Report, "The National Grocers' Bulletin," by John A. Green, secretary.

Retail Grocers' Day at the Exposition, Wednesday, May 12th.

Grand parade through the principal streets to Exposition grounds in the morning, with bands of music, manufacturers' floats, etc.

Official welcome by the Exposition Band, a battalion of Exposition guards, President C. C. Moore and other Exposition officials, who will meet the pageant at the main entrance and lead the parade around the grounds, ending at Festival Hall, where the welcoming exercises will take place.

The Exposition Band will render a selection, President C. C. Moore will present the National Association of Retail Grocers with a bronze placque, commemorating "Grocers' Day," and a speech of acceptance will be made, after which the World's Congress of Retail Grocers will be held, interspersed with entertainment features and recitals on the $50,000 pipe organ in the main auditorium of Festival Hall.

Several complimentary dinners will take place at the Inside Inn and Old Faithful Inn that evening, after which a night on the Zone, the great amusement concession of the Exposition, will be held.

Fourth Day, Thursday, May 13th.

Convention called to order at 10 A. M.

Continued reports of State presidents.

Report of Resolution Committee.

ONE of the heaviest advertising campaigns in the world has put **"Wrigleys"** into the mouths of millions of citizens of the United States—it has joined every retail merchant in the United States to our organization as a partner—it has proven him to be an important half of the partnership. We have endeavored to make this partnership—what every partnership must be to succeed—pleasant and profitable to both sides. We believe we have succeeded.

We have joined the **PENNSYLVANIA PLAN** because it is a movement on the part of the retail merchant who is already our partner; because we appreciate the important factor which his good will and co-operation have been in our success—because we consider it a privilege to reciprocate and be a partner in **his** organization.

Our ability and resources are at the service of Pennsylvania merchants and are constantly directed toward securing bigger business and greater profits for us both.

Display **Wrigley's,** and connect your cash receipts with our advertising.

Each package has a United Profit-Sharing Coupon for the consumer and each box has a 5-Coupon Certificate for you, Mr. Dealer

Wm Wrigley Jr Co.
CHICAGO

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.
SECURITY INTEGRITY OUR WORD

SAY TO YOUR CUSTOMERS

"WRIGLEY'S is the gum with the flavor that *lasts.* The biggest nickel's worth you can buy."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Made from Corn

ARGO Starch / **KINGSFORD'S** Corn Starch / **KARO** Syrup

And Now MAZOLA The Superior Salad Oil

Pressed from Indian corn and refined. Another pure corn product which is a money saver for every housewife and therefore

A MONEY MAKER FOR YOU

Mazola not only makes delicious, appetizing salads and sauces but it is more wholesome and economical than Butter, Lard or any substitute for shortening and deep fat frying. It meets every household requirement.

Why not make the most out of your oil trade? You'll sell more **Mazola** than you have ever sold of any other oil because everybody likes the taste and can *afford* to buy and use it.

Trial size, glass bottles, 5½ ounces net weight, also packed in 2-lb. and 8-lb. tins.

Corn Products Refining Company
NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO CUSTOMERS

"MAZOLA is better than butter or fat for frying because it can be heated to a high temperature without burning."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Address, "The Relation of the Wholesaler and the Retailer," by Oscar B. McGlasson, of Chicago, president of the National Wholesale Grocers' Association.

Address, "The Manufacturer and the Retailer," by Walter B. Cherry, of Syracuse, N. Y., president of Amercian Specialty Manufacturers' Association.

Nominations for officers signed by five accredited delegates will be read by the secretary at 12 o'clock noon.

Address, "Laws That Were Proposed in Congress for Retail Grocers and Merchants," by Hon. Julius Kahn; Congressman Fourth District of California.

Address, "Worries of a Congressman," by Hon. John I. Nolan, Congressman Fifth District of California.

2 P. M. adjournment.

Convention Banquet.

6 P. M., annual convention banquet tendered to delegates and their ladies by the Retail Grocers' Association of San Francisco, in the Commercial Club, top of Merchants' Exchange Building.

Fifth Day, Friday, May 14th.

10 A. M., convention called to order.

Reports of Committee on Constitution and By-Laws.

Final report of Committee on Credentials.

Final report of Committee on Resolutions.

Debate, "Resolved, That Our National Association has made great progress during the past 22 years."

Affirmative, J. J. Ryan, St. Paul, Minn.

Negative, Chas. G. Deibel, St. Louis, Mo.

Question box.

Unfinished business.

Annual election of officers for ensuing year.

Selection of next convention city.

Good and welfare.

Adjournment, sine die.

Steel Drums Are Ideal for Shippin Coffee.

Recently some one conceived the ide that drums made of steel would mak an ideal method of shipping coffee, s when it was presented to Wm. B. Har ris, of the Wm. B. Harris Co., who i the Government coffee expert, he im mediately adopted it, seeing at onc how much superior it was to the or dinary bag. Every dealer will agre he was right just as soon as he see one. The Wm. B. Harris Co. make specialty of quality—Kup Kwality Kof fee—being their insignia. Every deale who is anxious to deliver quality wil do well to get in touch with them with out delay.—Advt.

John R. McFetridge & Sons

Printers

927 Arch Street

Philadelphia

he New York Letter

rading Stamp Controversy Still Wages. Enormous Volume of Business. Raisin Day Comes and Goes Without Incident. Market Summary.

ecial Correspondence of "Modern Merchant and Grocery World."

New York, April 30, 1915.

The controversy over trading stamps, emiums and coupons still rages, with thing having been accomplished up to e present time. Some very interesting atter has been given out during the eek by the Sperry & Hutchinson Co., oprietors of the green trading stamp, garding the enormous growth of the upon system in the last few years. ccording to this matter $100,000,000 orth of premiums and merchandise ere distributed in 1913 in exchange for ading stamps. The Sperry & Hutchson Co. infer from this that trading tamps were collected in 1913 by 10,00,000 customers, who purchased 1,000,000,000 worth of goods. It appears that there are over 500 stores eing carried on in this country for othing but the redemption of premiums.

In order to show the prevalence of remiums, the statement is made that ot long ago a house-to-house canvass as made in several States for the purose of finding how many people were ollecting premiums of one kind or nother. In all 13,762 houses were visted. In 2,974 of them nobody was een; in 5,144 the inmates were not collecting premiums and in 5,671 the inmates were collecting premiums.

Other canvasses, according to the S. & H. Co., have shown that in Pittsburg, Pa., 51 per cent. of the people were collecting premiums; 55 per cent. n Scranton; 37 per cent. in Columbus, Ohio, and 70 per cent. in Cincinnati.

There are about 40 trading stamp concerns in the United States.

Approximately 65,840 retail stores throughout the country use coupons, Pennsylvania leading with 13,500. New York is second with 11,500.

Some attention is paid in the statement referred to to the Larkin scheme. It is claimed that the Larkin Co. now has 2,000,000 customers and has made the greater part of its success by the club-of-ten plan.

* * *

Last Friday, April 30th, was Raisin Day, but it made absolutely no impression upon the local trade. News from California reports that the day was being celebrated in various ways, but not the slightest ripple upon the local trade was caused by the event. The local trade have always criticized the raisin interests for holding Raisin Day just at the verge of summer, when the warm weather, by immemorial custom, was about putting an end to the demand for raisins. Local dealers say that they have not noticed any material increase in consumption from the advertising campaign which the California

A SPLENDID SELLER

Franklin Dessert and Table Sugar

This sugar is especially made for cereals, fruits, berries, desserts and other foods that are sweetened at the table. It grades between POWDERED and FINE GRANULATED and can be used either with a spoon or a shaker. It dissolves quickly and sweetens thoroughly.

So many articles are sweetened at the table that this sugar is a steady, all-year-round seller and its usefulness will be appreciated by your customers as soon as you tell them about it. Start them buying it and increase your sales of sugar. Of course it's packed in FRANKLIN CARTONS, so you can make a profit on it by saving the cost of labor, bags, twine and loss from overweight that would come out of your pocket, if you handled it in bulk. DESSERT AND TABLE is one of the best sellers in the whole line of FRANKLIN CARTON SUGARS.

Packed in 2 lb. CARTONS—48 lbs. to the CONTAINER

Other FRANKLIN CARTON SUGARS are packed in original CONTAINERS of 24, 48, 60 and 120 lbs.

THE FRANKLIN SUGAR REFINING COMPANY

PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

WHAT TO TELL CUSTOMERS

"This Franklin Dessert and Table Sugar is made especially for use in sweetening things at the table. It's better than either granulated or pulverized for table use and I know you'll like it."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

DAY and NIGHT

¶ The largest bakery in the world—the Loose-Wiles Biscuit Co's New York Plant—is working to supply the ever increasing demand for SUNSHINE specialties,

The Quality Biscuits of America

Day and night, persistent national advertising is telling, in every home in the land, the story of SUNSHINE biscuits.

¶ This white-tiled, perfectly equipped factory, with its two thousand windows for light and air, is the *tenth* in the great national chain of bakeries now operated by the Loose-Wiles Biscuit Company. *Quality*, alone, has built these enormous plants. In them, every variety of biscuit known is made—from soda crackers to biscuit bonbons—while many new and popular kinds, never before produced, have originated here. To the enterprise and originality of the Loose-Wiles Biscuit Company is largely due the present enormous consumption of package biscuit which has revolutionized the use and sale of bakery products in the United States.

We extend to every Pennsylvania merchant an invitation to visit any and all of our SUNSHINE Bakeries.

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits

L. I. C. NEW YORK N. Y.

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO CUSTOMERS

"Try SUNSHINE biscuits this time—their appetizing goodness and crisp freshness will surprise you and delight your family."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

packers have been conducting in co sumers' publications.

Summarized Market Conditions.

Tea about unchanged, with a som what easier feeling in Formosas, ov ing to a desire to clean up in advan of new crop. The new Formosa ma ket opened at 16 to 16½ cents, against 13¼ to 14 cents last year. I dia-Ceylons very high.—Coffee qui with good roasting Rio and Santos active demand; other grades in buyer favor. Milds quiet and dull.—Suga stronger, raws showing an advance about ⅛ cent. All local refiners quo ing 6 cents for granulated, though tak ing business at 5.90 cents.—Dried fruit comparatively quiet and unchange Some little trade for future prunes, b all goods on spot are neglected.— Canned tomatoes slightly firmer, thoug sales are still made at 65 cents in large way, f. o. b. Cheap peas clean ing up; other canned goods steady an unchanged.—Wheat still feverish an ruling very high. Tendency is down ward, owing to favorable crop news but there has been no material declin as yet.—Flour still very high and sell ing only for actual wants.

Improvement in Dry Goods Busines Continues.

Marshall Field & Co., in their weekl review of the dry goods trade, say:—

Improvement is noted in the general dry goods business as compared with that of the same period a year ago. The total sales for the week in wholesale lines for both immediate and future delivery are about the same as during the corresponding period of last year.

Current shipments are heavier, comparatively, then they have been for the last few weeks. Collections also show improvement. Buyers continue to visit the market in increasingly large numbers.

Weather conditions have been favorable to retail selling.

Champion Brand Spring Spinach is Ready for Delivery.

Spinach is being recognized more and more as one of the best health giving foods. More and more canned spinach is being used every year. One of the most popular brands is the Champion, packed by H. J. McGrath Co., of Baltimore, Md., who have made quality their keynote. This year's spring pack is ready, and it behooves all retailers to place their order now with their jobber or direct. Champion Brand Spinach is free from grit, having been carefully blanched and washed, and only selected whole leaf, tender crop, is used.—Advt.

We Call on Your Customers

through the magazines and tell them how good and useful is

MAPLEINE

The last word in flavors

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

This Store Gets Results of Hendrix with Westfield

There is nothing that Hendrix of South Carolina has done which made him the leader in his section that you can't do. For Hendrix simply felt the pulse of the public and then acted in a way to get people believing in him and his store. He simply saw the great value in Westfield and realized that the force of Westfield's prestige was just what was needed to ride him to success.

It costs nothing to become a Westfield grocer.

This sign on your window does the work. A postal or letter to Dealer Service Department, Mc Clure Publications, Inc., McClure Building, N. Y., will bring a copy of the Westfield book of pure foods, a Westfield transparent sign for your windows and a 56-page book in full colors offering suggestions on Window trimmings. ALL FREE.

As you read Hendrix's own version of his rise to leadership see if some of the very points he makes don't apply to you and your store.

"Three years ago this city (Columbia) supported about half a dozen 'Main-Street-Grocers,' (I guess you know what that means.) We looked about the same, the only difference I guess was in the names.

"Feeling around for a new idea the personal appeal of Westfield attracted our attention and we began to model ourselves along similar lines.

"We wish we could tell all our connection with Westfield has done for us, but it's too big a job. ***We can only say we certainly got results and we are deeply grateful.***

"We have adopted the Westfield standard in advertising goods and store appurtenances. Other manufacturers weren't aware of the meaning of the Westfield movement and when they did wake up the distinction, leadership and business was ours."

When Hendrix jumped aboard Westfield, the advantages then offered were few compared with those that now exist.

Think; the Ladies' World and McClure's Magazine with millions of readers are boosting Westfield goods. 103 great newspapers are bringing the Westfield story right to town to your customers. People who know the Westfield story are passing your store.

Lead them into your store. Follow Hendrix.

Push these Products and profit by their advertising.

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

My Views on Laws Against Premium Schemes.

All this talk about doing away with premiums, and trading stamps, and coupons and stunts like that, makes me grin a contemptible—do I mean contemptible or contemptuous—grin?

I'll bet the fellow that invented the first premium must be turning in his grave if he knows what he's done.

He sure started some doings.

If you ask me whether you can do away with 'em now, I tell you right off the bat, you can't. There's nothing to it. It's too late. These things are here to stay. We've got 'em on our hands and they won't wash off.

Talk about passing laws to do away with 'em—pish tush! Might as well pass a law to do away with kissing your best girl, or your best girls, if you've got more than one. Some of us sports *have* got more than one, you know. I ain't a-telling about myself, but I could tell all right if I knew you better.

I was home over last Saturday and Sunday, and on Saturday night some women came in to talk to my wife and worry me. Some talkers! But my wife wasn't backward—she was there with the goods every minute of the four hours. Know what they talked about most of the time? They talked about the premiums they'd got. One of 'em was saving red stamps and another was saving green and another was saving yellow, and another was saving the cigar coupons that her husband got.

To hear 'em go on about the matting, and the tables and the other stuff they'd got, and then think about a law being passed to do away with it—why it's a joke!

I had a bad shock. I've always told my wife that she paid for all the premiums she got somehow or other, and I thought she'd dropped stamps and premiums out of her mind, but pretty soon it all came out that she was saving stamps to beat the band.

That's another thing that makes a law seem foolish. When a wife will go against a dandy husband like me—that shows how much good a law would be.

Why, honest, it's half their life to these premium women—going where they can pick up specials, getting the stamps, stowing 'em away in their little books and when they have four million or so, going down to the store and spending an hour or so picking out what they'll get.

And in a way it's a good thing—maybe if they didn't have their minds on the stamps, they'd want to keep a fool dog or something.

Here, I'll make a bet with you fellows. A lot of you work premium schemes of one kind or other—I'll bet you a thousand dollars—which is just the sum I need to get a divorce and marry a rich widow that's wild after me—that if your people are biting well on your premium schemes, and getting their stamps every day, and all, that you ain't got the nerve to throw out premiums by yourself. Of course if everybody else in town stops it, too, you may get away with it, but if somebody else in your line is giving out stamps, I'll bet you ain't got the nerve to stop it.

If you want to take that bet, you can send your coin to me care of the Philadelphia poor house. I'm staying there temporary while me new marble palace is being completed.

Now if I'm right when I think you ain't got the nerve to do it, why it shows what a hold the things have got on people, don't it? I tell you, they're wild hungry over 'em. If you pass a law to do away with stamps, then somebody'll give away tin pans, which is the same thing—it's something extra—something for nothing (?). And if you pass a law against tin pans, why somebody'll dope out something else. They'll give away a pound of free sugar or a banana. You can't stop it—that's a cinch and all the laws on earth won't help any. See if I ain't right.

I'll tell you this—there was a time when you could have stopped premium schemes. That was b fore they begun.

THE STROLLER.

Pennsylvania Organization Notes.

Paul Findlay addressed the Bradfo Association on Tuesday, April 20 subject, "Business Costs." The Bra ford Association meets monthly at 6 P. M. for supper, after which they list to a business talk. After that routine business is transacted. The sociation is planning a "Made in Bra ford" exposition.

* * *

Through the aid and influence of t Carbondale merchants a Chautauq will be held in that town during Augu

* * *

The Bradford Association has be successful in having the city install "boulevard system" of lighting.

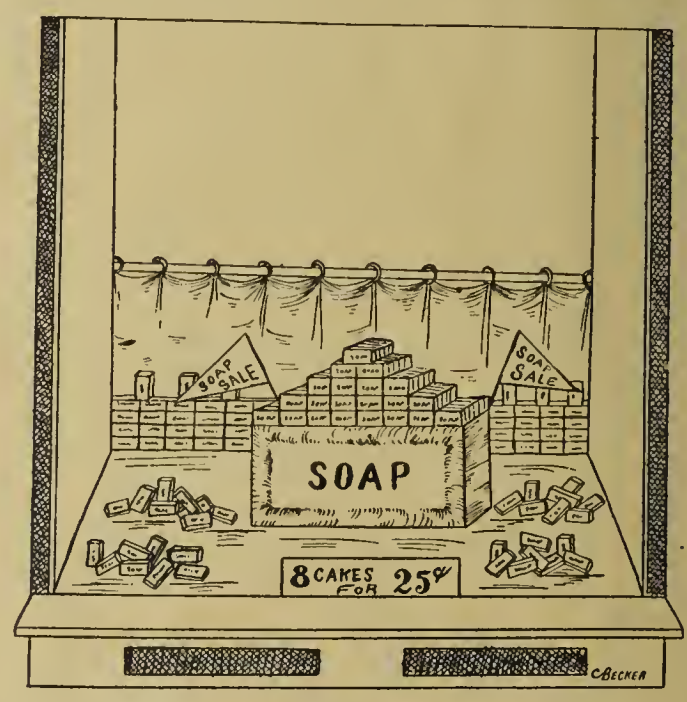
* * *

The Jersey Shore Association is abo to install a new collection system.

* * *

The Pottsville Association is pushi things as usual. It has arranged for

Weekly Window Display Suggestions



Something Soapy.

In making up this window display, if you want it to be a yellow soap display instead of white, as I shall describe it, just use yellow material instead of white in each case. First cover the botton of the window with black muslin. Next take a large box, and on the broad side of it stretch a piece of white muslin, neat and tight. Then nail a flat strip of wood about three inches wide, all around the edge of the box. With a sharp pen knife, or a good file, round off the edges of this strip to imitate the edge like that around Ivory soap. Paint the word "Soap" with black paint. Now, on top of this box, make a pyramid of the small cakes of soap. Have the same number of cakes on each side, so that it will be uniform. At each side, in the rear, have some idea of making two piles of soap so that it will make an attractive exhibit. In the front of the window place a placard with the special sale price, like in illustration, and make little piles of cakes of soap with the number of cakes offered. Finally, arrange two pennants near the rear, from each side of the pyramids.

se of three lectures on "Modern ekeeping," and has other wide-ke propositions for the benefit of city under consideration.

* * *

Vilkes-Barre will soon have a first-s credit rating bureau, a charter ng been secured for that purpose.

* * *

he Allentown Association has as-d in inaugurating a campaign nst Sunday selling.

* * *

he Organizer has been invited to Plymouth in May to stir up inter-in association work.

* * *

he Nanticoke Association has a paid etary in the person of Mr. Jay Wil-ıs. He promises well and will be lly supported. Nanticoke was or-ized in August last with seven mem-. The present enrollment is 158.

* * *

ehighton was formally organized on il 19th by Organizer Smedley. This make a good association. Officers : L. J. Metzler, president; E. W. esbach, Weissport, vice-president; Brinkmann, treasurer; R. J. Kramer, etary. In the work of organization Organizer was assisted by many of mercnants, who did good missionary k.

* * *

he Organizer visited Jersey Shore Nanticoke during the past week.

* * *

he Sunbury Association is forging ad, new members being admitted at h meeting.

* * *

he Williamsport Retail Grocers' As-iation has elected Donald L. Mc-rion secretary. The association nbers about 50 members. The Or-ıizer adressed the association on ril 22d at the Y. M. C. A. Building.

* * *

During the wek the Organizer ad-ssed the association at North Side tsburg, Jeannette, Homestead and addock.

* * *

Next week the Organizer will visit associations at Berwick and Ply-uth. Arrangements have been made speak at Nanticoke, Honesdale, But- Grocers' Association and Zelionople.

* * *

The Organizer addressed the Lock ıven Association at a special meeting ld at City Council Chamber on Fri-y, April 30th. Vice-president Wilson ed as chairman. This active associa-n is doing a lot of good for Lock ıven and is adding new members at ch meeting. Quite a delegation will it the Meadville convention.

* * *

Friends of Amos Bloom, ex-secretary the Sunbury Association, will learn th regret of his disability caused by collision with a trolley car, in which r. Bloom had several ribs broken.

Right in the Cup

That's where coffee "repeats"

If it "hits the spot," they come back for more.
If it doesn't taste right, you lose.

Golden Sun
STEEL-CUT
Coffee

"The Crown of Coffee Goodness"

has that rare sense of completeness—a wonderfully fragrant aroma, so delicious and satisfying that it brings you trade and holds it tighter with every can you sell. And you don't have to purchase from five or six different houses. With some one of the

FIVE DISTINCT BLENDS

of "Golden Sun," each different in character and price, you can satisfy **every** customer no matter how particular his taste may be. Golden Sun Blends are recognized by coffee experts to be **without equal** anywhere in the country at the prices. This means

MORE PROFIT TO YOU

than that offered by any other high-grade line.

THE WOOLSON SPICE COMPANY - - TOLEDO, OHIO

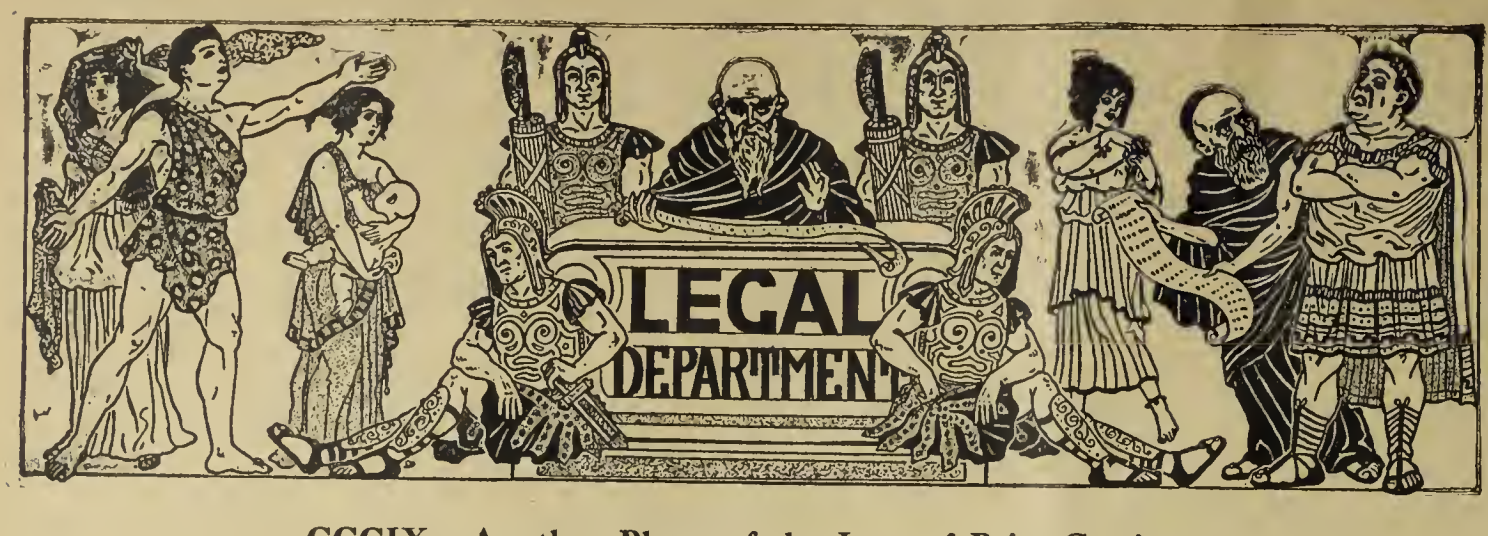
Oldest and largest house of coffee experts in the world

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.
SECURITY INTEGRITY YOUR

SAY TO CUSTOMERS

"An early morning cup of delicious, fragrant 'GOLDEN SUN' will make your whole day brighter."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



CCCIX.—Another Phase of the Law of Price-Cutting.

I have received a letter from a New York manufacturer which provides an interesting text for a talk on another phase of the law of price-cutting and the control of the manufacturer over the selling prices of the retailer. I am requested to withhold the name:—

New York, April 23, 1915.

We are curious to obtain your opinion, if agreeable to you, through one of your illuminating articles on legal subjects, as to a proposition which is confronting ourselves and many other manufacturers.

We sell our goods direct to jobbers, and also to a list of chain stores and large retail concerns. We have no trouble, as a rule, with the latter class concerns, but the question at issue has arisen in connection with chain store concerns or concerns who have stores in different places, where competitive conditions are different. I will cite a case in point. We sell a large chain store concern with stores scattered over a pretty wide area. The stores within the city where the concern has its headquarters maintain our regular retail selling price. Some of the stores in the country districts, which are under smaller expense because they do business in a different way, are cutting the price, thereby arousing the protests of the regular retail trade of that section, and now of the jobbers who supply that section. Representations have been made to us that we must stop selling the chain store concerns or reprisals would be begun against us. What we wish to know is whether anybody has the right under the law to make such threats against us? Suppose we refuse to cut off the chain store, what can be done to us under the law? Personally I am not quite clear as to our right to cut off the chain store if it tenders the money, but what we particularly wish to know is how far a boycott can legally go under the new anti-trust laws.

I understand that the same representations have been made to quite a number of other manufacturers, and they are in the same quandary.

A manufacturer is not obliged to sell anybody who tenders the money; he can use his own arbitrary discretion as to whom he sells. He can cut anybody off that he wants to cut off, in the most ruthless manner, without even giving a reason, and without having one.

Therefore a manufacturer can refuse to sell a chain store if he wishes to.

That is not so much the question, however, as whether the manufacturer can be *compelled* to cut off a chain store concern. Let us suppose a manufacturer has about made up his mind that it was not his duty to bother about whether some retailer cut his price, and that he would sell any buyer who bought the quantity and complied with regular terms.

A chain store concern which is being sold in this way cuts the price at some of its stores, and at once local retailers complain that trade is being disorganized. The latter throw the goods out. The jobbers, because they thus lose this trade, and in order to befriend the retailer, serve notice on the manufacturer, directly or indirectly, that he must cut the chain store concern off or they will throw his goods out of stock. Would that be a legal demand, and if the manufacturer refused, and they carried out their threat, would the manufacturer have any redress?

In my judgment that would depend on how the demand was made and how it was carried out. Very probably such a thing would be in great danger of being considered a conspiracy to restrain trade and destroy competition.

Any retailer who finds that a given proprietary brand has ceased to yield him a profit, of course has a right to throw that brand out. So has a jobber. And so long as they act as individuals, with no motive except that the goods had ceased to be profitable, they are wholly within their rights. It is a different proposition when they act in concert in order to force the manufacturer to stop selling somebody. It may then easily assume the form of an illegal act.

If a local retailer or an organization of local retailers, in order to force a manufacturer to cut off a price-cutter, should serve notice on a jobber or jobbers that unless they used some influence upon the manufacturer to accomplish the desired result, they (the retailers) would not buy *anything*—or even the one thing—of them (the jobbers), and the jobbers, acting under that threat, should attempt to force the manufacturer, there would be an illegal conspiracy without a doubt. And so (probably) would any scheme be which came anywhere near this.

If every jobber handling the Gillette razor, for instance, should suddenly throw it out of stock, the manufacturer would have no legal complaint, if the jobbers acted individually, from some reason which directly affected them all alike. If he could prove, however, that they had thrown it out concertedly, and by a cut-and-dried arrangement, in order to punish him for selling a retailer direct, or something like that, then he would undoubtedly have a good cause of action against them for conspiracy.

A good test of these things is whether an article is thrown out because throwing it out is to the personal and direct interest of the dealer throwing it out, as for instance, because it has become unprofitable; or whether it is thrown out in order to help somebody else win a campaign, or in order to compel the manufacturer to do something with regard to somebody else. The former is reasonably sure to be legal; the latter is reasonably sure to be illegal.

(*Copyright, May, 1915, by Elton J. Buckley.*)

Question: H. W. Huntzberg Wrightsville, Pa.—I enclose c tracts of the Mercantile and P sicians' Reporting Agency, some literature from them. fee of $30 is to be paid out of col tions. Kindly report in your umns.

Answer.—I have examined th papers. Nowhere from begin to end does the name of an i vidual appear. You are left in norance whether this is a corpo tion, or a partnership, or some i vidual trading under this name repeat what I have said before, this always appears to me like effort to hide the real backers the scheme so that in case of brought the plaintiff won't k whom to sue.

The contract used by the age is as follows:—

Subscriber's Membership Agre ment. Mercantile and Physi- cians' Reporting Agency, Albany, N. Y.

I hereby direct and empower th Mercantile and Physicians' Repor ing Agency of Albany, N. Y., act as my agent in furnishing m with a credit report on an indivi ual when I make application in th proper form and according to th rules of said Agency, and I furth authorize them to exercise the customary methods in effecting se tlements and adjustments of my d linquent accounts which I may pla in their possession during the li of this agreement. I further agr to furnish said Agency twenty more accounts and I guarantee th all of them are lawfully due me.

The Agency agrees to use a moral and legal measures advisab either to persuade or compel pay ment of accounts or claims place with them for collection. To en gage magistrates, attorneys and co lectors without cost to the clie other than the terms provided i this agreement. The Agency agre to furnish clients free of charge, special report showing the cred standing of credit seeking indiv uals, said report to be for the sol use of the clients and to be treate confidentially.

In recognition of the service provided by the Agency in effectin settlements and adjustments wit my debtors, I agree to pay upo demand to said Agency, all mone collected by either party from m debtors up to the sum of $30, whic shall be in full payment of thre years' Membership Fee in sai Agency. I further agree to pa said Agency a commission of 1 per cent. on all accounts collecte or withdrawn during the term of thi agreement. I further agree to re port all collections promptly and t remit all money due the Agenc upon demand.

Terms: Membership fee for thre years, $30. Commission 10 per cent

The above terms are not in effec unless collections are made.

Another paper called the "Gua antee" is as follows:—

GUARANTEE

Issued by the

Mercantile and Physicians' Report ing Agency, Albany, N. Y.

To .....

Town .....State .....

This Agency agrees to collect or adjust over and above the amount paid them as Membership Fee out of the claims of the client to whom this guarantee is issued covering a period of three years from date, at least four times the amount paid said Agency for its services, providing the client to whom this guarantee is issued furnishes the Agency with not less than 20 separate accounts, lawfully due him accompanied by the correct names and addresses for each delinquent debtor. The total of said 20 accounts must amount in the aggregate of at least $250, otherwise this guarantee shall remain in force and the client shall be entitled to the full use of the Agency's credit reporting system, and the collection of any claims submitted until such time as the above guarantee is fulfilled by both parties.

MERCANTILE AND PHYSICIANS' REPORTING AGENCY.

.....Agent.

Dated.....

This guarantee will be void if any changes are made by either party.

One thing alone in the contract would condemn it for me, and that is the familiar collection agency provision that a commission of 10 per cent. shall be paid on all accounts "withdrawn" from the agency's hands during the life of this agreement. This means that even if you are convinced that this concern is doing you no good—is making no effort to collect, in fact—you cannot withdraw your accounts for the purpose of giving them to somebody who might collect, without paying this agency 10 per cent.!

Another grossly unfair clause is that requiring you to pay over to the agency all money which you might *yourself* collect, up to $30, although the agency may not have done a thing toward making the collection.

The guarantee of course amounts to nothing. It says in substance "we will collect at least four times as much for you as you pay us for our services within three years, *or, if we don't do that, we will let you go on using us until we do!*" This is no guarantee of anything more than the agency's continued service, which may not have proven to be worth two cents.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

I Have Sold Them for Years

It is a pleasure for the grocer to sell **Borden's Eagle Brand Condensed Milk** and **Borden's Peerless Brand Evaporated Milk** because they are such lively sellers and always prove so satisfactory to the customer. Established reputation for **purity and quality,** together with steady advertising, keep **Borden's Brands of Milk** moving rapidly from the grocer's shelves. You can handle **Borden's Milks** with perfect confidence, knowing that every can in every case will sell and give satisfaction.

There are brands of condensed and evaporated milks which do not give satisfaction because of inferior quality, or they will not keep until sold, owing to unscientific, careless, or unsanitary methods of manufacture, causing many complaints from customers. You can avoid all these complaints by handling only **Borden's Eagle Brand Condensed Milk, Borden's Peerless Brand Evaporated Milk, St. Charles and Silver Cow Brands of Evaporated Milk,** All **Borden's Brands,** whether sweetened or unsweetened, are made from the highest grade raw milk, by the most modern method of manufacture, and are guaranteed **absolutely pure. Push their sale.**

Borden's Condensed Milk Company

"Leaders of Quality"

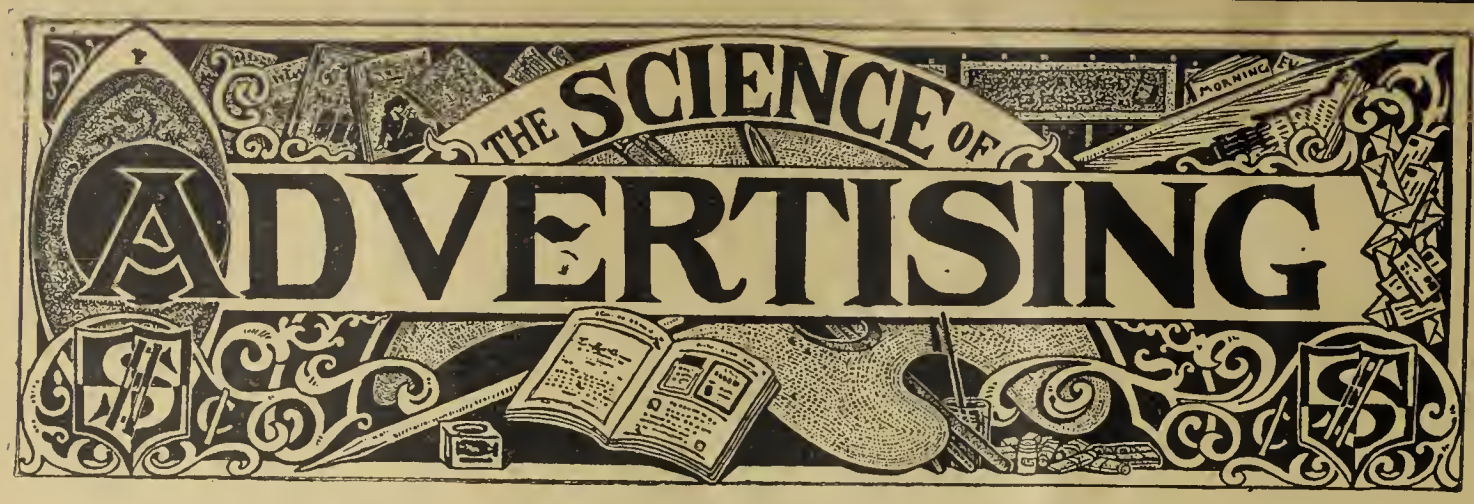
Established 1857 **NEW YORK**

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. SECURITY INTEGRITY HONOR OUR

WHAT TO TELL CUSTOMERS

"I would rather have you use BORDEN'S MILKS than any other brand, because I know from experience that they will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



Philadelphia, April 19, 1915.
Editor "Science of Advertising."

Dear Sir:—I am inclosing a copy of "Market News." It occurred to me that you might see fit to make some helpful criticism, for which I shall be very greatly obliged.

It is my intention to publish this paper frequently, but at just what intervals I have not determined.

Yours truly,
JOHN WOLFE.

The paper sent with this is an exceedingly high grade piece of printing—very good indeed. It measures 8½ x 11 inches and has four pages. The paper is cream, and printing is in black with red border. I am reproducing the cover page and also inside page No. 2:—

Cover Page.

MARKET NEWS

Both Telephones Prompt Service — **JOHN WOLFE** — 239-241 So. 10th Street Philadelphia

A Modern, Sanitary Market

THIS PUBLICATION HAS JUST ONE OBJECT To give you a better idea of the extensiveness of this Market, to better acquaint you with the numerous lines it covers and how thoroughly it covers them In the last few years this business has grown from a small store to a large establishment, covering the lines mentioned in these pages, each a business of itself in charge of a capable person, all under one roof striving for one purpose—to furnish you the best the market affords at the lowest possible prices.

Meats, including Fresh and Salt Meats and provisions, Fruits and Vegetables, Butter, Eggs, Poultry, Groceries, Canned Goods, Oysters, Fish and Clams.

OUR MEATS

The strongest recommendation for the Meat Department is the fact that people are buying meat here to-day who have been our customers for years If you ask them, they will tell you that this Market can be depended upon for Good Meat at the Right Price It is not an unusual thing to hear a person say "I have been buying at Wolfe's for years and have not had a poor piece of meat yet." To those unacquainted with the character of this Market we would just like to say that we have built up a reputation which we realize can only be kept by treating everybody right.

We are as careful in fixing prices as we are in selecting our meats.

OUR FRUITS

Such a vast amount of Fruit coming in and going out every day makes a small margin of profit possible. It is the Moderate Price for the Best Fruit that has made our Fruit Department so popular You can buy a sweet, juicy orange, just as fine as ever grew, right in this Market without having to pay the foolish prices some fruit stores ask And the same is true of Grape Fruit, Apples, Pears, Grapes and all other fruits, whether they come from nearby or from the tropics

All fruit, as well as everything else in this Market, is sold in quantities to suit the requirements of the customer, whether it be just one orange, just one grape fruit, or several boxes of either

All three of the headlines on this page are tame. "A Modern, Sanitary Market" does not attract, nor does "Our Meats" or "Our Fruits." A heading like "This Market is as Clean as Your Kitchen" would have aroused more interest in the housewife's mind. So would "Not a Bad Piece of Meat in Years" for the meat paragraph, and "No Foolish Fruit Prices Here," for the fruit paragraph. The text of these three paragraphs is all right—it is persuasive and personal. Put snappier headlines over it and you have good advertising on this cover page, so far as my judgment goes.

* * *

Page 2 looks more attractive than the cover page, and I should expect it to get results. However, I should have quoted the prices of the olive oil, also of butter, although when butter is quoted it ought always to be made plain that the market fluctuates. I don't see also why the price of oleomargarine could not have been quoted, as that is comparatively stable, is it not?

* * *

Page 3 of this paper consists of prices only. Canned goods, cheese, cereals, coffee, dried fruits, olives, bottled goods, jellies and preserves—long lists of prices under each heading, with hardly a word on the whole page, except for coffee, as to the quality of these goods. My judgment is that this page of prices, which is really more of a catalogue than anything else, is worth nothing whatever as advertising. I should stick to the style of page 2, if I were Mr. Wolfe. The same applies to page 4, although this is not price-list matter at all. It consists of a number of very interesting looking paragraphs, each under a heading—I reproduce it here, very much redu —but without a single price a where on the page. This fo

Page 2.

JOHN WOLFE, 239-241 SO 10TH STREET, PHILADELPHIA

"DuRaix" Brand Olive Oil
Three sizes white flint glass—small, medium, large.

"Branch of Olive" Brand Olive Oil
Full measured tins—three sizes.

These brands are of superior flavor and quality. Ideal in every respect—none are better. Packed abroad where grown This insures absolute purity as each import is inspected and passed by the officials of our Government.

CAZENOVIA PEAS

We claim the leadership in Canned Peas, and to maintain it we find we must have the best. That's why we recommend

CAZENOVIA PEAS

Being packed where grown and grown just right is one of the reasons for these Peas being recommended by us. Grown and packed by growers and packers who know how

Sifted Sweet Wrinkled, 15c.
Fancy Sifted Early June, 18c.

Your Favorite Coffee
Yes, we have your favorite coffee.

"Wolfe's Delight"
at 35c the pound

Fresh roasted daily and put into one pound sanitary air-tight cans, double-wrapped, and sealed so as to give you all the quality of fresh roasted coffee It is impossible to get this "quality" in coffee that is left exposed to the air like most coffee is sold.

A trial of "Wolfe's Delight" Coffee is sure to please you.

Quality and low price instead of premiums and coupons Ground (steel cut); chaff removed. Whole, pulverized, chaff removed

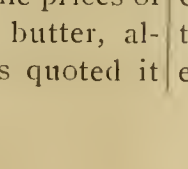
"Wolfe" Brand Butter
Always Sweet and Fresh

Years of catering to a large family trade seeking a pure, sweet Butter at a moderate price has resulted in our buying made to our own order to meet this demand the Wolfe Brand Butter A special effort is made to keep this Butter uniform and to maintain its standard of quality

Printed and wrapped in both pounds and half pounds. Handled by the most up-to-date sanitary methods.

Look for the name "Wolfe" on every pound and half-pound, stamped in the Butter.

Sold only in this Market



Jelke Good Luck Margarine

Makes the finest spread
For daily bread.

Page 4.

JOHN WOLFE, 239-241 SO 10TH STREET, PHILADELPHIA

Fresh Eggs Every Day

We have them shipped here by the best poultrymen and farmers within a radius of a hundred miles, though it is not every shipper we permit to ship to us. And from years of experience has learned to whom here is the best ones, who raise the best care of them, who is most careful in shipping so that they will not be so jolted to bruise their conditions. That is the class of shippers that supplies us.

And then when the eggs reach this market every egg is looked at over at a time by an expert candler to make sure none doubtful ones.

Is it any wonder that our eggs are good and that we sell lots of them?

Oranges and Grape Fruit

You will find standards of quality in our Oranges as you do in other things here. For instance We try to see how good an orange we can sell for a penny. Then we set (mark) two, three a dozen, for a standard and give you the best possible for that price. Further down is another price, then thirty, thirty-five, forty and forty-five and fifty.

Besides our retail Orange trade we sell a great many Oranges by the box and here the advantage that comes of buying at such large quantities.

We apply the same selling methods to Grape Fruit that we do to Oranges, and can quote 1st Good Grape Fruit every time for 10c each or 4 for 35c and different sizes again, the latter price being a premium some people get for extra large ones. The smaller ones are delicious too.

Every Sale a Square Deal

When you buy here you can be sure. Everything is clean and above board. There are no tricks. Just honest merchandise priced fairly and sold honestly. When other anything is not right it is made right promptly and cheerfully.

If you are not sure a merchant we would be glad to have you buy once and see for yourself what sometimes one but not to what part of the city you live.

Motor Delivery

Another step forward in the way of service. While this is being written the builders are at work on our order for a three-ton motor truck which is to bring our patrons as a distance all the convenience of Quick Delivery that those at our doors enjoy.

Green Garden Vegetables

Fresh Green Peas, Fresh String Beans and a number other green garden vegetables have ceased to be ready in Philadelphia as the cold weather months. We come to the gardens of the world and the Kitchen the finest such with those reserves daily the best and fresh all varieties of the globe, ordered to us from green as they do to the customer months from the fat fat truck farms right outside our very city.

Our Vegetable Department is modern in every the prices are popular

Oysters, Fresh Opened

You will notice the difference right away when try our Oysters, if you have been getting Oysters from average Oyster stores.

In the first place ours are the cleanest we can get they are handled in such a way that they retain Oyster Flavor.

They are not opened until your order comes in

Then you get them fresh from the shell. That a big difference.

Oysters here are not kept in open cans for hours perhaps days. Out easy is the sanitary way

Potatoes in Small or Large Quantities

One of our patrons is a man who buys for a institution. He has a small family and lives in the most. For the institution he buys potatoes from wagon-load and sometimes two wagon-loads at a and for his family he buys a quarter of a peck.

That is related just to illustrate how well we equipped to furnish either a small family or a large institution, and how much we appreciate and take care even the smallest orders. And for the largest sale. We are able to compete with all others both in and in the quality

If we did not handle good potatoes and sell them the right prices we would not have a great potato

We have good potatoes at the right prices

Our Telephones:

Bell Walnut 6500 We have a private branch change to operator always ready to answer your call. Keystone Main 1436.

page is good, well written adv tising, but the failure to qu prices leaves it up in the air.

—

NOTE.—This department is devote the criticism of advertising matter in, to the devising of new adverti ideas for special occasions, upon requ and to the suggesting of original ad tisements when data is supplied. communications sent for this Dep ment should be addressed to the Ed of Science of Advertising. They be taken up in strict rotation.

—

S. H. Levin's Sons Sued Three People Over Pear Deal.

C. E. Sourhard, W. H. Adams and H. Walton Sue for Various Su Claiming That the Concern Bough Lot of Pears Which Have Not B Paid For.

Three suits have been beg against Isadore Levin, trading as H. Levin's Sons, by C. E. Sourha W. H. Adams and W. H. Walt each of whom brings a separa suit, although the facts in each ca appear to be the same. The suit brought against Isadore Lev trading as S. H. Levin's So Sourhard sues for $227.05, Ada for $143 and Walton for $310.55.

The plaintiffs claim that on Se tember 21, 1914, Levin bought lot of pears from them and has paid for them. From Sourhard, a cording to the statement, he boug 45,410 pounds, from Adams 28,6 pounds, and from Walton 112,1 pounds. Walton says Levin pa $250 on account but has not pa the balance, while both Sourha and Adams say Levin has pa nothing on account of their claim

The price of the pears, accordin to the statements, was 50 cents pe hundred pounds.

Modern Merchant
AND
Grocery World

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Beware of These Patent Medicine Frauds, General Storekeepers

Indiana State Health Board Tells "Modern Merchant and Grocery World" That Every Patent Medicine in a Long List is a Fake Either Because of False Representations as to What it Will Do, or Because of Enormously Excessive Price.

[The Indiana State Board of Health has sent the "Modern Merchant and Grocery World" a copy of the third edition of its "Medical Frauds," a unique exposure of patent medicine frauds which have been analyzed and published as frauds in the State of Indiana. "Medical Frauds" is particularly striking, because it gives the manufacturer's claim side by side with the actual ingredients of the "remedy," the retail price and the actual value of the ingredients.—ED.]

The demand for the first and second edition of "Medical Frauds" has been so great that we present herewith as our third edition a greatly enlarged list made up of the fraudulent, near fraudulent, worthless and over-priced preparations analyzed in our laboratories. It will be plain to everyone reading the column showing the composition of the preparations that most of these widely advertised articles contain nothing but common chemicals such as epsom salts, sulphur, borax, soap, baking soda, alum and table salt.

Our criticism of all of these preparations is first, that they are sold at exorbitant prices, and second, that the story of their effect is but half told. The manufacturers of these goods, which are of the class commonly called "prescription proprietaries," have carefully, and in most cases successfully avoided any violation of the food and drug law. The labels and packages carry no statement as to their composition, and little argument for their worth. It is impossible for us to tell the truth to the thousands who waste their money in the purchase of such goods. We hope, however, that the facts here presented may through the press, clubs and schools, in time become common knowledge.

Help to cut down the cost of living by telling these facts. Remember always that there are two reasons why the preparations listed should not be used; first, as medicinal preparations they are of little or no value, and second, they are common chemicals which can be purchased at any drug store for one-tenth the price asked when sold under disguising names:—

Bisurated Magnesia, made by International Druggists' and Chemists' Laboratories, New York. Manufacturer's claim—"Corrects heartburn, distress after eating, bad sour breath." Actual ingredients—Bismuth subcarbonate, 6 per cent.; magnesium subcarbonate, 62 per cent.; magnesium sulphate, 22 per cent.; calcium carbonate, 9 per cent. Retail price—50 cents. Value of ingredients—5 cents.

Boro-Lister, made by F. W. Scharff Co., Chicago, Ill. Manufacturer's claim—"Recommended for catarrh conditions, lotion in wounds and to check perspiration." Actual ingredients—Commercial boric acid and a trace of eucalyptus. Retail price—50 cents. Value of ingredients—2 cents.

Borothol, made by F. W. Scharff Co., Chicago, Ill. Manufacturer's claim—"Eczema remedy." Actual ingredients—Sodium thiosulphate, 59 per cent.; borax, 15 per cent.; water, 26 per cent. Retail price—75 cents. Value of ingredients—2 cents.

Citrox, made by United Citrox Co., Detroit, Mich. Manufacturer's claim—"Eczema remedy." Actual ingredients—Entirely sodium thiosulphate. Retail price—50 cents. Value of ingredients—2 cents.

E-Lip-Tine, made by Miller Medicine Co., St. Marys, Kan. Manufacturer's claim—"For the permanent cure of epilepsy." Actual ingredients—Sodium and potassium bromides, 16 per cent.; alcohol, 6 per cent.; ammonium valerate. Retail price—$1.75. Value of ingredients—10 cents.

E-Ru-Sa, made by L. Griffin, Los Angeles. Manufacturer's claim—"E-Ru-Sa removes piles, or $50 paid." Actual ingredients—Charcoal, sulphur, tannic acid and vaseline. Retail price—$1. Value of ingredients—3 cents.

Fluid En-Ser-Ol, made by E. C. D. Chemical Co. Manufacturer's claim—"Catarrh cure." Actual ingredients—Cinnamon, camphor, water and baking soda. Retail price—$1. Value of ingredients—2 cents.

Fruitola, made by Pinus Medicine Co., Los Angeles, Cal. Manufacturer's claim—"For gall stones and stomach trouble." Actual ingredients—Olive oil, seidlitz powder. Retail price—$1. Value of ingredients—15 cents.

Grace's Mineral Salts, made by Grace's Mineral Salts Co., Evansville, Ind. Manufacturer's claim—"Is the fastest blood maker in the world." Actual ingredients—Baking soda, 45 per cent.; salt, 38 per cent.; rochelle salt, 17 per cent. Retail price—$50 cents. Value of ingredients—5 cents.

Hall's Catarrh Cure, made by F. J. Cheney and Co., Toledo, Ohio. Manufacturer's claim—"Catarrh cure." Actual ingredients—Potassium iodide, 6 per cent.; alcohol, 14 per cent.; extractives. Retail price—75 cents. Value of ingredients—5 cents.

Hairwand, made by the Lesslie Co., Dayton, Ohio. Manufacturer's claim—"Hair restorer." Actual ingredients—Salt, 47 per cent.; borax, 47 per cent.; sodium salicylate, 6 per cent. Retail price—50 cents. Value of ingredients—2 cents.

Hay's Hair Health, made by Plaito Hays Spec. Co., Newark, N. J. Manufacturer's claim—"Hair restorer." Actual ingredients—Sugar of lead, 1.5 per cent.; sulphur, 1.5 per cent.; alcohol and water. Retail price, 50 cents. Value of ingredients—5 cents.

Heaston's Rheumatic Remedy, made by Huntington Remedy Co., Huntington, Ind. Manufacturer's claim—"Neutralizes the uric acid in the system." Actual ingredients—A solution of sal soda in water. Retail price—50 cents. Value of ingredients—2 cents.

Kulux Compound, made by Kulux Mfg. Co., Rochester, N. Y. Manufacturer's claim—"Skin food." Actual ingredients—Zinc oxide, 7 per cent.; bismuth sub-carbonate, 5 per cent.; glycerine, 10 per cent.; water, 78 per cent. Retail price—50 cents. Value of ingredients—4 cents.

Kargon Compound, made by Kargon Extract Co., Cincinnati, Ohio. Manufacturer's claim—"As an act of humanity, recommend this to your suffering relatives." Actual ingredients—Potassium acetate, 23 per cent.; alcohol and extractives. Retail price—50 cents. Value of ingredients—2 cents.

Luxor, made by H. S. Petersen & Co., Chicago, Ill. Manufacturer's claim—"Eczema remedy." Actual ingredients—Boric acid, 60 per cent.; zinc oxide, 25 per cent.; water, 15 per cent. Retail price—50 cents. Value of ingredients—2 cents.

Magnesurate Compound, made by International Druggists' and Chemists' Laboratories, Syracuse, N. Y. Manufacturer's claim—"Corrects heartburn and distress after eating." Actual ingredients—Sal soda, 20 per cent.; calcium carbonate, 30 per cent.; magnesium oxide, 47 per cent. Retail price, 50 cents. Value of ingredients—2 cents.

Magnex, made by Magnex Remedy Co., Noblesville, Ind. Manufacturer's claim—"Nature's assistant for the blood, liver and kidneys." Actual ingredients—Sulphur, 26 per cent.; potassium sulphate, 18 per cent.; magnesium carbonate, 18 per cent.; magnesium citrate, 11 per cent.; magnesium tartrate, 7 per cent.; water, 20 per cent. Retail value, 50 cents. Value of ingredients—2 cents.

Marmola, made by Marmola Co., Detroit, Mich. Manufacturer's claim—"Reduces a pound or more a day." Actual ingredients—Dried thyroid gland and phenolphthalein. Retail price—50 cents. Value of ingredients—2 cents.

Mayr's Stomach Remedy, made by Geo. H. Mayr. Manufacturer's claim—"Removes gall stones without operation." Actual ingredients—Olive oil, with epsom and rochelle salts. Retail price—$1. Value of ingredients—15 cents.

Nature's Creation, made by Nature's Creation Co., Columbus, Ohio. Manufacturer's claim—"Consumption cure." Actual ingredients—Potassium iodide, 6 per cent. Retail price—$5. Value of ingredients—25 cents.

Nervine, made by Nervine Co., Fort Wayne, Ind. Manufacturer's claim—"Recommended for nervousness and epilepsy." Actual ingredients—Camphor, glycerine and valerian. Retail price—50 cents. Value of ingredients—4 cents.

Olive Tablets, made by Olive Tablet Drug Co., Columbus, Ohio. Manufacturer's claim—"A substitute for calomel." Actual ingredients—Aloes. Retail price—10 cents. Value of ingredients—.005 cents.

Orrine, made by the Orrine Co., Washington, D. C. Manufacturer's claim—"A reliable remedy for treatment of the liquor habit." Actual ingredients—Sugar, 82 per cent.; ammonium chloride, 17 per cent.; gold chloride, trace. Retail price, $1. Value of ingredients—3 cents.

Parnotis, made by H. S. Petersen & Co., Chicago, Ill. Manufacturer's claim—"Makes you weigh just what you want to." Actual ingredients—Baking soda, 79 per cent.; Glauber's salt, 21 per cent. Retail price—50 cents. Value of ingredients—1 cent.

Partina, made by R. Partina Co., Boston, Mass. Actual ingredients—Borax, 60 per cent.; water, 40 per cent. Retail price—50 cents. Value of ingredients—3 cents.

Penetrol Concentrated, made by Acdine Chemical Co., Pittsburg, Pa. Manufacturer's claim—"For sprains." Actual ingredients—Half strength tincture of iodine. Retail price—50 cents. Value of ingredients—5 cents.

Pinus, made by Pinus Medicine Co., Los Angeles, Cal. Manufacturer's claim—"For rheumatism and neuralgia." Actual ingredients—Turpentine, 85 per cent.; magnesia, 15 per cent. Retail price—$2.50. Value of ingredients—5 cents.

Potosote, made by the Potosote Co., Canton, Ohio. Manufacturer's claim—"The condensed mineral water." Actual ingredients—Baking soda, 12 per cent.; Glauber's salt, 49 per cent.; potassium sulphate, 12 per cent.; water, 27 per cent.; lithium, trace. Retail price—35 cents. Value of ingredients—2 cents.

Rumo-Sac, made by the Rumo-Sac Co., Toledo, Ohio. Manufacturer's claim—"Rumo-Sac will absolutely kill your rheumatism." Actual ingredients—Entirely powdered alum. Retail price—$1. Value of ingredients—1 cent.

Rheumatic Tablets, made by Newell Remedy Co., Indianapolis, Ind. Manufacturer's claim—"For rheumatism." Actual ingredients—Salt, 20 per cent.; sal ammoniac, 80 per cent. Retail price—50 cents. Value of ingredients—1 cent.

Rheuma Vita, made by Haumer Chemical Co. Manufacturer's claim—"For rheumatism and neuralgia." Actual ingredients—Salicylic acid, 85 per cent. Retail price—50 cents. Value of ingredients—2 cents.

Rose-Kayloin, made by the Blackburn Products Co., Dayton, Ohio. Manufacturer's claim—"It eliminates skin troubles, soothes the itching and heals the sores." Actual ingredients—Sulphur, 80 per cent.; potassium carbonate, 15 per cent. Retail price—50 cents. Value of ingredients—1 cent.

Sarsene, made by Cooper Pharmacal Co., Chicago, Ill. Manufacturer's claim—"A blood remedy." Actual ingredients—Extracts of senna, sarsaparilla, etc. Retail

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

Have You Sent in Your Postal for the $175 Window Dressing Contest?

Doubtless you saw the announcement of the Window Dressing Contest on **Lipton's Tea.** We asked all the dealers who would compete to write us to that effect on a postal. These postals are beginning to come in, and it looks like a good live event.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	**$75**
For the Second	**$50**
For the Third	**$25**
For the Fourth	**$15**
For the Fifth	**$10**

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

price—50 cents. Value of ingredients—3 cents.

Thargol Compound, made by Indiana Pharmacal Co., Fort Wayne, Ind. Manufacturer's claim—"For diseases of the nervous system." Actual ingredients—Strontium bromide, 18 per cent.; calcium bromide, 4 per cent.; coumarin and vanillin. Retail price—50 cents. Value of ingredients—3 cents.

Toris Compound, made by Globe Pharmacal Co., Chicago, Ill. Manufacturer's claim—"Rheumatism eradicator and system builder." Actual ingredients—Sugar, 67 per cent.; sodium salicylate, 9 per cent.; saltpeter, 22 per cent. Retail price—50 cents. Value of ingredients—2 cents.

Traxo, made by Pinus Medicine Co., Los Angeles, Cal. Manufacturer's claim—"For the liver, kidneys and skin." Actual ingredients—Taraxacum and cascara. Retail price—$1. Value of ingredients—15 cents.

Tyree's Compound Antiseptic Powder, made by J. S. Tyree. Manufacturer's claim—"For catarrhal and infected conditions of the mucous membrane." Actual ingredients—Zinc sulphate, 27 per cent.; boric acid, 70 per cent. Retail price, 25 cents. Value of ingredients—2 cents.

Varlex, made by Varlex Mfg. Co., Kansas City, Mo. Manufacturer's claim—"For making a liquor and tobacco habit remedy." Actual ingredients—Milk sugar, 99.5 per cent. Retail price—50 cents. Value of ingredients—1 cent.

Vilane Powder, made by Blackburn Products Co., Dayton, Ohio. Manufacturer's claim—"Catarrh cure." Actual ingredients—Salt, 42 per cent.; baking soda, 33 per cent.; borax, 14 per cent.; sodium salicylate, 11 per cent. Retail price—50 cents. Value of ingredients—2 cents.

Acme Tea Co. Throws Trading Stamps Out of All Its Stores.

After Creating a Large Trading Stamp Co. of Its Own and Using Stamps for Many Years, the Plan is Abandoned, Root and Branch. Stamps Will Still Be Sold at Wholesale to Collectors. Company Adopts Modified "Economy Plan" in Lieu of Stamps.

The Acme Tea Co. of Philadelphia supplied an effective answer last Monday to the persons who contend that a merchant who once uses trading stamps and premium schemes of every character must always use them, for his customers will not let him stop. The Acme Co. last Monday suddenly ceased the use of trading stamps in all its stores after probably ten years' continuous use of them. Announcement was made that any collector of the Crown stamps, which the Acme Co. used, who needed stamps to complete a book, could buy stamps at wholesale prices until the book was full, when it could be redeemed. It appeared from the announcement as if the Crown Stamp Co. might be going to remain in business, as a separate enterprise, selling stamps for cash and redeeming them in premiums.

With the stamps given up the Acme Co. will adopt for all its stores a modification of the "Economy" principle. This has been described in this paper. It consists of the abolition of free delivery, of reducing the number of clerks to the minimum, of dispensing with the cashier, of displaying goods around the store in the original boxes, and of closing the store from 12 to 1 so that the one clerk usually employed could go out to lunch. There are several of these stores in the country districts of Pennsylvania and New Jersey, and they all sell goods cheaper than any other stores anywhere. The Acme Co. adopts a modification of this plan, in that it will still deliver goods, and still employ more than the minimum number of employees, but it does close its stores from 12 to 1. Accompanying the announcement of all this was a list of prices which were cut to the quick, both bulk goods and package goods being included.

The James Bell Co., owners of about 150 stores, stopped the use of stamps at the same time.

New 1915 Spinach Ready

Sales Last Year INCREASED Fifty Per Cent.

Selected whole leaf, tender crop, carefully blanched and washed, absolutely free of grit, **no better Spinach packed than**

CHAMPION BRAND

Ask Your Jobber for Prices or Address

H. J. McGRATH COMPANY, Baltimore, Md.

GET YOUR ORDERS IN NOW

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa., May 7, 1915.

The bill "for the prevention of fraud and deception by prohibiting the use of added coloring matter in macaroni, spaghetti, vermicelli and noodles" has been favorably recommended to the House by the Committee on Public Health and Sanitation.

* * *

The bill to repeal the cold storage food act, which passed the Senate several weeks ago, but was defeated in the House recently, was reconsidered last Monday night and passed by the House, vote 114 yeas to 74 nays. There is considerable expectation that the Governor will veto it. The passage of the bill was preceded by much discussion, some of it very heated. The chief argument for passage, which seemed to have much weight with the members, was that the bill placed rigid restrictions around the sale of storage food by Pennsylvania holders, while it had to allow holders outside the State to ship storage food in without any mark or any other restrictions.

* * *

On Monday night last the Senate passed the uniform cold storage food act, which now seems likely to become a law.

* * *

Senate bill 479, "regulating the grading, packing, marking shipping and sale of apples," has passed the Senate finally.

* * *

Senate bill 255 is an interesting measure. It seeks to repeal the old blue law of 1794 so far as it forbids the sale of necessaries on Sunday. The bill came up for final passage in the Senate during the week, and was defeated by 5 yeas to 32 nays.

* * *

The Pennsylvania Canners' Association is endeavoring to have the Legislature exempt packers of canned goods from the strict terms of the old and new laws limiting women's and children's hours of labor. During the past week the association has sent every member of both Houses a statement of the following reasons why they think themselves entitled to be put in a different class than other manufacturers:—

PENNSYLVANIA'S POSITION.

According to the last census, Pennsylvania has 83 canning and preserving establishments and the value of their products is $9,484,026, showing an increase in the last 10 years of 57 per cent., and ranks fifth to the largest canning State in the Union, and if the canners are not exempted it will cripple this industry in Pennsylvania.

CANNOT CONTROL DELIVERIES AND LOSSES.

It is impossible for canners to control the deliveries of their fruit and vegetables grown by the farmers, and as these are perishable, the packers need all the help possible to operate their plants to their utmost capacity, and in order to pack the vegetables and fruits to the best advantage, otherwise it will be a severe loss, either entire loss of the fruits and vegetables, or at least a deterioration in quality.

OPERATION PERIOD.

Canning factories only operate six to ten weeks out of a year and only through the summer and fall months, and minors only help to prepare the food, such as husking corn, peeling tomatoes, stringing beans, peeling and quartering apples, etc., at a time of the year when factories are open, permitting plenty of sunlight and good air.

LOCATION.

Canning factories are located mostly in small towns and farming districts, where fruits and vegetables are grown and mostly where there are no other industries. Minors help to make a living, working in the canning factories, the short time they are in operation.

WHY NOT MORE HELP?

The canning factories are obliged to use local and floating help because of the short operating season, as the best help is taken up by factories that operate regularly throughout the year, and for this reason the supply of help for the canning industry is very limited.

PERCENTAGE OF MINORS AND LADIES.

Fifteen to twenty per cent. of employees working in the canning factories are minors between the ages of 14 and 16, and women and minors make up 75 per cent. of the canners' help, and none of these, because of domestic circumstances, can work in any other manufacturing establishments, therefore, endeavor to help in the canning factory through the summer and fall months, a part of the year most suitable.

DISCRIMINATION.

It will mean a discrimination to the canners of Pennsylvania in competing with the canners of the surrounding States who have all ex-

emptions in caring for the perishable products, and we appeal to you for the same privileges in Pennsylvania.

RIPENING OF FRUIT AND VEGETABLES CANNOT BE CONTROLLED.

Corn very often ripens at one time because of weather conditions, even though it is planted at intervals ranging from four to five weeks. This is likewise true of peas, beans, tomatoes, etc. The canners also experience the same disadvantages with fruits.

A FROLIC FOR ALL WHO WORK IN CANNING PLANTS.

Children generally work with some other members of the family and when the eight hours have expired the children will be obliged to leave the factory or wait until the older members of the family have put in the day, and therefore they will be obliged to loaf somewhere or go home alone and wait until the older members of the family come, which is not agreeable to the child or satisfactory to the parent. The canning factories only operate from six to ten weeks in a season, and because of domestic conditions cannot work regular in any other factory, and therefore, if at all possible, they take advantage of working in the canning factory for several weeks. While the families appreciate this source of income, on the other hand, they also enjoy the change from the everyday household work to the pleasure of working with their neighbors and acquaintances among the vegetables and fruits for several weeks.

LOSS TO PACKER AND MINOR.

The packer cannot afford to have 15 to 20 per cent. of his employees walk out at 4 P. M., or whenever the eight hours are up, and thus cripple his force for the remainder of the day, and therefore will be unable to employ the minors which will mean more unemployed children who will idle their time away when there is no school instead of earning something and learning to be industrious. Again, it would reduce the capacity of the canner and we do not know a single canning factory that has all the needed help. There is plenty of suitable work for these children from 14 to 16 years of age and can be done as well as by older persons, and work that is not detrimental to the child's health.

* * *

The third amendment is proposed to the commodities act of 1913, and it has passed second reading in the Senate. The proposition is to add the following words to Section 10: "Provided further that this act shall not apply to the marking of the net quantity of the contents on containers or packages handled. sold or offered for sale by wholesalers, jobbers or commission merchants."

* * *

The Pennsylvania State Association's garnishee bill has been smashed again by the organized labor interests. It came up in the House on Wednesday and was sent back to the committee, where it will probably peacefully sleep itself to death. The State Association is trying to bring pressure to bear on the committee to report it out again, but without result so far.

* * *

On last Monday the Senate passed on second reading the proposed new bulk sales bill. The main difference between it and the present law is that the new bill provides that where a merchant sells his business in bulk, the buyer of it shall call a meeting of the seller's creditors.

R. O. M.

You—and Rennet.

Do you know that rennet time is here. Just as soon as the weather becomes warm everybody turns to rennet, and you should be able to supply them with Shinn's Liquid Rennet, because it does its work in from two to five minutes, because it keeps best, and, finally, because it pays you an even hundred per cent. profit. It is made by Shinn & Kirk, Philadelphia.—Advt.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, $1.00 A YEAR

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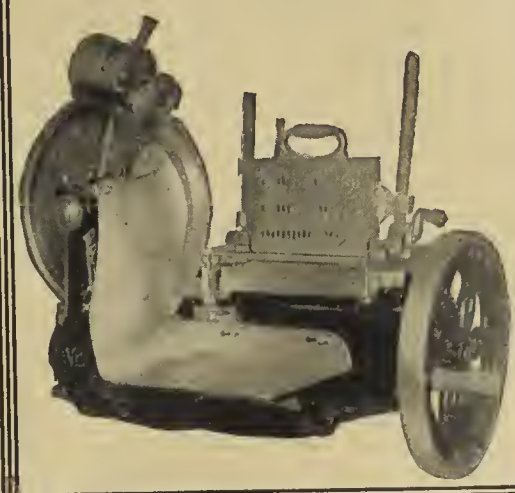
THE ADVERTISING WORLD, Columbus, Ohio

The World's Greatest Slicer

MAKE NO MISTAKE—THE BEST IS THE CHEAPEST

Eliminates Waste Increases Profits Multiplies Sales



Endorsed by more than 70,000 satisfied users as the best investment.

No machine genuine without the picture and signature of Wm. A. Van Berkel. Every machine absolutely guaranteed.

U. S. Slicing Machine Co.

Write for free demonstration to

Charles Dapp, Sales Agent

1024 Arch St., Philadelphia

Full face, not quite life size

Side face, not quite life size

If You Know a Bargain When You See One, Look at This

¶ We aren't ordinarily in the merchandise business here, but a watch chance has happened to come our way, and it's so splendiferously good that I proposed it be passed on to you.

¶ A *good* open-faced gold-filled watch, thin model, clean built, thoroughbred, made by the famous Knickerbocker Watch Company, of New York, one of the big watch people of the United States.

¶ I get more enthusiastic about this watch ever time I look at it. It's one of the classiest-looking timepieces I ever saw. One of our staff here has been carrying one for four years and it's been taken several times for a $100 watch. You can't tell the difference at all.

¶ Now understand, it won't keep time quite as well as a $150 chronometer, but it *will* keep time well enough for all your purposes or mine.

¶ The manufacturer's guarantee is one of the biggest things about it:—

¶ The movement, a seven-jewel, adjusted, lever movement, is *guaranteed for five years,* not for one year like other watches.

¶ The case is made by the well-known Illinois Watch Company, and is extra heavy, dust and moisture proof. It's *guaranteed for ten years.* Dials either plain white or gold.

¶ We can sell you one of these watches for **Six Dollars,** but you must send the money with your order and also send ten cents for postage. We can't trust anybody on this deal—for it isn't a money-making scheme—we're doing it simply to pass along a good thing to you.

¶ If you don't like the watch after you see it, send it back and we'll return your money. You never had a chance like this before in your life. Address

JIMMY MANDER Special Stunt Man of the "Modern Merchant and Grocery World" 927 ARCH STREET : PHILADELPHIA, PA.

WITH THE EDITOR

Now comes the "Economy" plan of conducting a retail grocery business to be reckoned with. It has been previously described and discussed in this paper, and is now lent a quickened interest by the Acme Tea Co.'s announcement that instead of trading stamps, it will henceforth use a modification of the Economy plan in all its stores. The substance of the real Economy plan is the lopping off of many of the usual features of a retail grocery business, such as free delivery, extra clerks, a cashier, expensive fixtures, etc., and a corresponding reduction in selling prices. Already this reduction in selling prices has caused some disturbance among manufacturers of proprietary articles and will probably cause more.

Reckoning With the "Economy" Plan.

Has the manufacturer or the small merchant any just complaint against the Economy storekeeper, who merely subtracts from what was before that a fair selling price, a sum corresponding with the cut he has made in his expenses? In the interest of the small merchant, we wish we could say yes, but in all honesty we are compelled to say no. Let us illustrate the point: A retail dealer, doing business in the ordinary way, is under a fixed expense of 20 per cent. Every dollar article costs him 20 cents to handle; every 25-cent article costs him 5 cents to handle. He adopts the Economy principle and reduces his expenses to *ten* per cent., immediately following by reducing the selling price of his dollar articles to 90 cents and his 25-cent articles to 20 cents. We will assume that the former selling prices of one dollar, and of 25 cents, were netting him a fair average profit.

Now this merchant has simply passed along to his customer the reduction which he has made in his expense of doing business. Who can complain at that? Can the manufacturer whose price is reduced to 90 cents complain? On what ground? We think he would have no ground whatever, for it is the retailer's *duty* to distribute his goods as cheaply as possible, consistent with his own fair interests. Can the competitor of this merchant complain, on the ground that he is not doing business on the Economy plan, is handicapped by much larger expenses than the Economy stores, and therefore cannot meet the Economy competition? We think not. Let such a man himself adopt the Economy plan. There is no copyright on it, and no man can say his customers will not stand for it until he has tried it on them. Most consumers will stand for anything in order to make an obvious saving.

There is a great deal of buncombe about child labor. Also, in smaller degree, about female labor. Unquestionably neither women nor children should be *allowed* to work more hours in the day than they can easily endure without exhaustion, and unquestionably children should not be allowed to work at all in any way which will interfere with their education. It seems to us that the question can be settled by applying those two principles, not to all cases alike, but to each individual case as it arises.

The Packers Ought to Have This.

A labor law must affect many cases of widely different character. For instance, there is the case of the canned goods packers, who have asked the Pennsylvania Legislature, very reasonably, we think, for some special latitude in the employment of women and children. The packers' business is a rush business. In a statement to the Legislature the Pennsylvania Canners' Association points out that the amount of labor a packer will need depends on the ripening and production of fruits and vegetables which nobody can foresee even a day ahead; that growers have to bring in their products when *they* are ready, without regard to whether the packers are ready; and that repeatedly the packer will have a mass of raw material thrown suddenly on his hands which if it was not put into cans at once, would spoil. Putting it into cans at once involves working women and children, for that occasion only, overtime, and since the women and children are willing to be worked, and since working them only on these rare extraordinary conditions could not possibly hurt them, it seems as if the Legislature ought to do what is asked.

No, a few baskets of tomatoes are not worth more than human health, but a few baskets of tomatoes are worth too much to spoil if they can be preserved without hurting anybody.

A Scheme.

Somebody is trying to put one over on the Pennsylvania Legislature. The commodities act of 1913 requires that package goods shall bear a statement of the net weight, measure or numerical count of the contents. There has been introduced in the Senate, at whose behest is not stated, an amendment providing that the act shall not apply to "containers or packages handled, sold or offered by wholesalers, jobbers or commission merchants." All package goods except those sold direct from manufacturer to retailer are handled, sold or offered by wholesalers or jobbers, therefore this amendment, if it passes, will almost completely destroy the law. The author of the scheme is exceedingly credulous if he believes the Governor won't see that.

The Present Cold Storage Food Situation in Pennsylvania.

The Pennsylvania House of Representatives has resurrected the bill repealing the present cold storage food law, and passed it by a vote of 114 to 74. As readers hereof know, it passed the Senate by an even larger majority several weeks ago, and now goes to the Governor. The bill unconditionally repeals the present law and leaves cold storage food precisely where it was before the session of 1913—subject only to the regulation of the food and general laws.

Unless the uniform cold storage food bill, which is now pending in the Pennsylvania Legislature, passes before it is time for the Governor to act on the bill above discussed, we are inclined to believe that he will veto it, and we think he should. The cold storage food act of 1913 is an exceedingly faulty law; very evidently it was drawn by somebody absolutely ignorant of even the elements of the subject, but it is better than no law.

We take the liberty of suggesting that this whole campaign to reform Pennsylvania cold storage food legislation has been badly mismanaged. The uniform bill, which is already in force in other States, and which is favored by everybody who has studied the subject, should not have been smothered as it was in the Senate, but should have been pressed forward for passage. Its passage would have been a repealer of the old act, so there was no need whatever of the repealer bill over which there has been such a fight. It simply stirred up the animals unnecessarily.

Three of a Kind

Enclosed find draft for $3.00. We fully appreciate the "Modern Merchant and Grocery World." It is the best of its kind published to-day. This is my opinion.—M. S. STEWART, JOPLIN, MO.
April 22, 1915.

Enclosed you will find check for $3.00. Will say that you have a *good* paper.—T. E. PERSHING, DERRY, PA.
April 22, 1915.

Please find check enclosed for a year's subscription to your valuable paper. Most of my success in business is due to its pages. —ELLEN C. REMPP, CONSHOHOCKEN, PA.
April 23, 1915.

ritten for the "Modern Merchant and Grocery World."

Motor Delivery for the Smaller Merchant

)ften Brings Possibilities of Business Extension Which Make It a Good Investment. Points to Watch in Buying a Motor Delivery Wagon.

It is fair to assume that if the ırger firms must take advantage of very business economy and pro- ressive method in order to make heir business profitable, it behooves he small merchant to do likewise. There are many ways of doing this, ut one of the most important and he one in which possibly the great- st single saving can be accom- olished is by means of the motor ruck. The advantages of motor ruck delivery are many, and the ossibilities presented for enlarging he territory in which a merchant an give better service are great.

The business man who uses two or three horses for delivery pur- poses quite frequently feels he does not have sufficient hauling to keep a motor truck busy the entire day. Business timidity is causing him to deny himself the advantages of motor truck delivery. He overlooks the fact that he has a special need for a truck because of the truck's capacity for expanding his business. The motor truck is the most for- midable weapon to seize upon in an effort to make his business a bigger business.

Instead of looking upon the motor truck as an extravagance, he should look upon it as an invest- ment and set about to arrange his business so that he could use the truck to the best possible advantage.

In this day of standardized goods one merchant has very little advan- tage over another, either in the quality of his goods or the prices. The only point wherein he can ex- cel is in the service he gives. If he can give the better service, with- out increasing the cost of that serv- iee, he has an advantage over his competitor.

Complaints on the service given by the retail stores of this country far outnumber the complaints on goods. Purehasers either see the goods before buying or they know them by reputation, but the service that goes with the goods is often an unknown quantity. Poor service and a successful merchant never go hand in hand. The merchant who reduces complaints on his delivery service to a minimum is the man who knows how to eatch the trade and keep it. It is the store that gives the best service that gets the big end of the trade every time.

Therefore, before a merchant de- cides that his present volume of business is too small to keep a truck profitably employed, he should care- fully investigate the possibilities of new trade that would result from his installation of a better service.

After the small merchant has thrown aside his timidity and is able to see that the motor truck is the modern weapon for increasing his business and reducing his deliv- ery cost, the important questions which eonfront him are: Which truck is best adapted to my business —will do my work at the lowest cost—and can be bought at a rea- sonable price? He naturally wants a truck that will give him *service*. In other words, what he wants is the truck that will carry the load the greatest distance at the least ex- pense.

A commercial motor car to give the best service should be simple in construction and operation. The power plant should be designed for commercial work. A power plant that might be used with fair success in a pleasure car would not come up to the requirements of a com- mercial car motor.

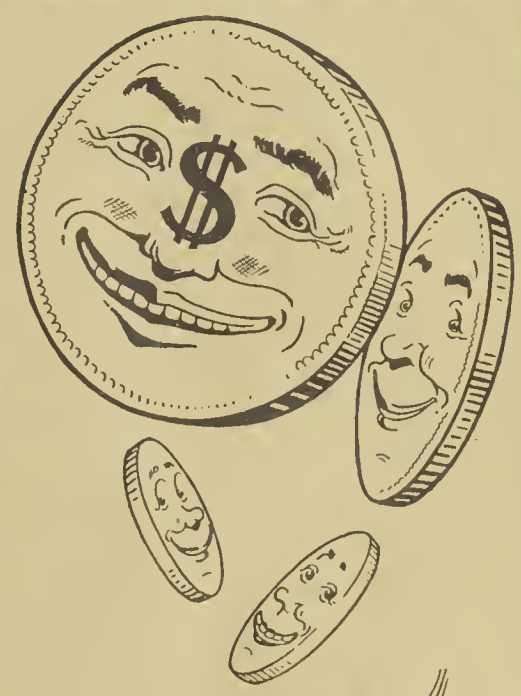
It seems reasonable that the sim- pler a motor is the less liable it is to get out of adjustment, the eas- ier it is to care for, and the more cheaply it is repaired if it should get out of order. Therefore, in purchasing a commercial car look well to the motor.

The prospective purchaser should also consider the reputation of the manufacturer back of the car, and the possibility of the manufacturer being in business five or ten years hence. The manufacturer's re- sponsibility does not terminate with the sale of a motor truck. His re- sponsibility is just commencing be- cause spare parts should be fur- nished promptly in case of neces- sity. The proximity of branch houses, where spare parts are kept

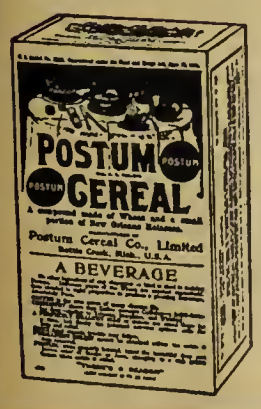
Money Talks—

Are you getting your share of profit on the increasing sales of

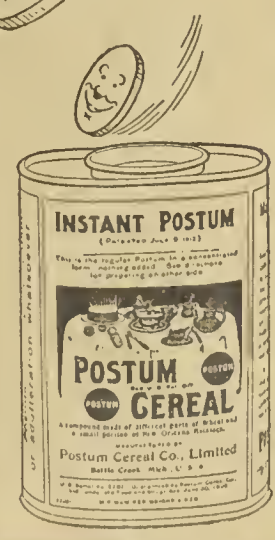
POSTUM



Heavy, continuous advertising is working for Grocers every day; and there is good profit right along.



You can get your share by a little selling attention.



Sale Guaranteed!

Postum Cereal Co., Ltd., Battle Creek, Mich.

on hand, to the prospective purchaser naturally influences the promptness with which a car can be placed in service again after accident or any mishap. When the owner of a truck is furnished with repair parts promptly and finds a convenient place for whatever assistance he may need in taking care of his truck, it is a feature not to be overlooked.

About price. The output of any factory governs the price to a great extent. It might therefore be well for the prospective purchaser of a motor truck to inquire of the maker, how many of your motor trucks are in use? How many were manufactured last year?

Remember always the real worth of a motor truck lies in the service it gives, and the service a truck gives depends upon the skill of the manufacturer and the facilities he has for turning out a high-grade product.

F. W. HEISKELL,
Of the International Harvester Co. of America.
Chicago, Ill., May 6, 1915.

War's Influence on Mocha Coffee.

War was declared between Great Britain and Turkey on about October 31, 1914, and within a few days thereafter shipments of coffee from Hodeidah, Arabia (the principal port for the exportation of Mocha) were prohibited. Shipments of coffee from Hodeidah to neutral countries have been permitted lately, upon depositing security equivalent to the value of the coffee with the Turkish authorities. Some shipments have been made to the United States. Since the commencement of the war considerable Mocha coffee has been transported from Medi and Ghizan, ports near Hodeidah, not under Turkish rule, to the Italian port of Massowah. At present Mocha coffee is arriving at Aden from Medi, near Hodeidah on the Red Sea, and by caravan from the Yemen. I have been informed that there are now for sale in the bazaar at Aden 800 bags of uncleaned Mocha coffee and that the supply will be kept up almost to normal. Two or three weeks ago cleaned Mocha coffee was selling in Aden at 24 cents, United States currency, per pound; it is now selling for 16 to 17 cents per pound.

What Is Spinach?

The dictionary says that spinach is a common pot herb. While the dictionary may tell the truth, it is evident that Champion Brand Spinach is not of the "common kind," as only selected whole leaf, tender crop, that has been carefully blanched and washed until absolutely free from grit, is packed under this label. H. J. McGrath Co., of Baltimore, the packers, will gladly quote prices direct, or your jobber will take care of you if you specify Champion Brand 1915 spinach.—Advt.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

To Buy Wax Paper.

Harrisburg, Pa., May 4, 1915.
To the Editor.

Dear Sir:—Could you please inform me where I could buy wax paper suitable for wrapping popcorn crispettes in. I use a heavy wax paper known as 40-pound manilla wax paper, cut to the size of 11 x 12 inches.

Yours truly,
A. B. PALM.

Chas. Beck Co., 609 Chestnut St., Philadelphia, Pa.

* * *

Buyers of Baled Paper.

Butler, Pa., April 30, 1915.
To the Editor.

Dear Sir:—Can you supply me with the names of two or three reliable firms who buy baled paper? I prefer the names of firms who work up the baled paper into finished material.

Yours very truly,
C. E. BLACK.

We suggest your getting in touch with a waste paper concern in Pittsburg. If it is possible for you to look in the directory of that city under "Waste Paper" you could find firms in that line and write them of your matter.

We were in touch with the Penn Paper and Stock Co., Marshall and Willow streets, Philadelphia, who said that there is a drug of waste paper on the Philadelphia market. It was they who suggested Pittsburg as an outlet for you.

You might also write the Coll Paper Co., 305 Florist street, Philadelphia, dealers in waste paper.

* * *

Warning Against Unfair Legislation.

Baltimore, Md., May 4, 1915.
To the Editor.

Dear Sir:—We call your immediate attention to Florida House Bill No. 145 and Florida Senate Bill No. 168.

These bills are duplicates and each of them has already passed the branch of the Legislature in which it is offered. Therefore immediate action is necessary.

This bill is intended to prevent the sale by general merchants of drugs or allied lines within five miles of a retail druggist. It is crudely drawn and contradictory in places, yet its intent and its effect are very clear.

It is in line with similar bills which have been offered in the Legislatures of the various States that have met since January 1st, and which have invariably been defeated. It is class legislation of the rankest kind and is an attempt upon the part of the drug trade to create a monopoly of which they are the beneficiaries.

This class of trade already reaches into the most profitable part of the general merchant's legitimate line by selling cigars, tobacco, stationery, toilet articles, etc., and, not satisfied with that there is a concerted action to prevent the sale of the ordinary household remedies and proprietaries by general merchants.

A similar bill in New York had passed both branches of the Legislature and was before the Governor for signature. Honesty and fair play, however, won out and the bill was referred back to a joint committee of the House and Senate and eventually defeated in the form in which it was offered.

The Pharmacy Law of the State of Florida at this time throws all possible protection around the practice of pharmacy, and the only object of the bill in question is to confine the sale of drugs and allied lines exclusively to registered pharmacists, thus cutting the general merchant off from a profitable part of his business and causing the people untold embarrassment, loss, expense and suffering.

Yours very truly,
McCORMICK & Co.

* * *

Why the Stevens Bill Failed.

New York, May 1, 1915.
To the Editor.

Dear Sir:—We believe the enclosed leaflet entitled, "Wake up, Mr. Retailer," which is just off the press, will be interesting to you as it forcibly states one reason why the Stevens bill failed to pass at the last session of Congress. We will be glad to send you a quantity of this pamphlet for distribution.

May we emphasize the importance of keeping constantly before your readers the necessity of interviewing their United States Senators and Members of Congress personally regarding the Stevens bill and telling them how it will protect the small man in business from unfair competition of the big trading monopolies? Any expressions of attitude which your readers may secure will be useful for our records.

Please feel free to call upon us for any co-operation we may be able to give you for the good of the cause.

Yours faithfully,
EDMOND A. WHITTIER,
Secretary American Fair Trade League.

The leaflet bears the same title that has been put at the head of this letter: "Why the Stevens Bill Failed of Passage," and the following reason is given:—

> There is just one reason for the fact that the Stevens Bill was not enacted into a law during the present session of the national house of Congress which has just adjourned. It is true that various excuses may be given, but when they are all sifted down to rock bottom, there is just one reason for it, and that is that the retailers of the country did not take enough active interest in having it passed.
>
> To be sure, a number of resolutions were passed at State conventions and other meetings of retailers indorsing this bill, but it is safe to say that outside of voting in favor of the resolution when it is recommended by the Resolutions Committee at the particular convention, very few retail dealers took it upon themselves to write a personal letter to their Congressman telling him that "Jim Jones, of Smithville, Ill., a retail dealer and a constituent of the Honorable William James, Congressman for the 67th Illinois District, wants that bill passed."
>
> One of the great troubles with us Americans is that we let our steam blow off through the escape valve by passing a resolution and then forgetting all about the matter until someone brings it up again, when we pass another resolution.
>
> The Stevens Bill, as has been pointed out in "American Artisan" several times, is a bill which is intended to prohibit the indiscriminate price cutting on trade-marked articles. The only kind of a concern which should be interested in opposing this bill and which has evidently had influence enough to prevent its passage during the recent session of Congress, is the mail order house and the large city department store.

The "Modern Merchant and Grocery World" expressed the opinion several months ago that the fight over the Stevens bill was apparently of necessity a manufacturer's fight—the retail trade was paying very little attention to it.

Dayton Moneyweight Scales
S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

We Want to Say a Word to You About Rennet

Summer—the big Rennet selling season, and incidentally the most trying Rennet season—is about here. Are you fixing to make some money out of ***Liquid Rennet*** this year?

The Rennet to sell is the Rennet that will do its work quickest and best, the Rennet that keeps best and that pays you the best profit. In other words ***Shinn's Liquid Rennet*** is the cleanest Rennet made in all the United States.

Impatient cooks can never growl at ***Shinn's Rennet***—it makes junkets, curds and whey in two to five minutes.

So much for its work and its quality. As to your profit, it's an even hundred per cent. Are you satisfied not to sell a creditable money-making little thing like this?

SHINN & KIRK

1400 Spruce Street :: :: Philadelphia, Pa.

The New York Letter

Another Chain Store Enterprise is the "All Package Grocery Stores Co." Free Market Scheme Partly Spoiled for Comsumers by Excessive Rents. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, May 7, 1915.

Another chain store enterprise, known as "All Package Grocery Stores Co.," will tempt providence in Greater New York.

Six stores will be opened, of which four are already opened, as follows: 767 Flatbush avenue, 1324 Cortelyou road, 1249 Fulton street, 163 Schenectady avenue. Two others, at 7501 Fifth avenue and 209 Seventh avenue, will be opened shortly. The concern will carry nothing in bulk. The large part of its goods will be packed from bulk under its own labels. Proprietary brands will be carried only when they have to be. It is going to consumers with some strong advertising, claiming that it costs less to put goods up in cartons by automatic weighing machines than it does to weigh it up in a store, using paper bags, twine and a man's time. A unique feature of the business is a charge of 3 per cent. for delivery on sales of $1 or more. The company will endeavor to do away with the delivery of goods entirely by packing them in such a way that the consumer will be tempted to take them home. Well-known proprietary brands will be cut in price.

* * *

Readers hereof are familiar with the scheme of New York City to establish free markets at which the farmers and other fruit and vegetable producers should come in and sell their products direct to consumers. A big time was caused during the week by the charge that the city was charging outrageous rents for stalls in these markets, and so making it impossible to put prices to consumers as low as expected. It was said that a man who had a small stall in the Queensboro Bridge Market, 15 x 7 feet, was taxed $6 a week for it, though it gave him nothing except the right to use the open space. A stall next door, slightly larger, commands $12 a week. Other dealers have been taxed as high as $300 a year for a small space, 7 x 15 feet, open to the weather, and even $900 a year for a somewhat larger space.

Even with the high rents, however, it appears that the dealers selling in the market are selling cheaper than the average retailer. The following list of 14 articles, with the prices ruling in market and at a representative store, have been furnished:—

	Public Market Price.	Store Price.	Saving Per Cent.
Potatoes	8 lbs., 10 c.	15 lbs., 25 c.	25
Onions	2 c. per lb.	4 c. per lb.	50
Bananas	8 for 5 c.	1 c. each	60
Tomatoes	10 for 5c.	1 c. each	50
Cabbage	5c. a head	9 c. a head	44
Cucumbers	1 c. each	3 for 5c.	40
Fresh Eggs	11 for 25c.	9 for 25c.	22
Sirloin Steak	18 c. per lb.	26 c. per lb.	31
Ribs of Beef	16 c. per lb.	22 c. per lb.	27
Flounders	5 c. per lb.	3 lbs. for 25 c.	40
White Fish	5 c. per lb.	3 lbs. for 25 c.	40
Lima Beans	5 c. per quart	7 c. per quart	28
Beets	4 bunches 5c.	2 bunches 5c.	50
Pears	10 c. a doz.	18 c. a doz.	44

It shows a very substantial saving in buying in market.

Summarized Market Conditions.

Tea market unchanged. Demand slow. Trade watching the Japan-China negotiations. If war breaks out there prices will undoubtedly be much higher. India-Ceylons very firm.—Coffee steady and quiet. There is a good demand for desirable Rio and Santos, but the ordinary grades are not wanted and market is in buyer's favor. Better grades, however, are perhaps slightly firmer and wanted. Milds quiet and unchanged. Java and Mocha quiet and unchanged. —Sugar about unchanged. Raws slightly lower. Refiners quoting 6 cents for granulated, but accepting 5.90 cents.—All dried fruits quiet and unchanged.—Canned tomatoes slightly higher. Other canned goods unchanged and dull.—Wheat working downward slightly on large crop prospects. Good demand for export.—Flour very high and unchanged for the week. Demand dull.

ASSOCIATION NEWS.

National Wholesale Grocers' Association.

Following is the official programme of the convention of the National Wholesale Grocers' Association, which meets in San Francisco, Cal., May 19th, 20th and 21st:—

Monday, May 17, 1915, 10 A. M.
Meeting of Executive Committee.

Tuesday, May 18, 1915, 10 A. M.
Meeting of Board of Directors.

Wednesday, May 19, 1915, 11 A. M.
Reception by the California ladies to visiting ladies at the Palace Hotel.

Wednesday, May 19, 1915, 9.30 A. M.

Convention called to order by President Oscar B. McGlasson.

Invocation, Rev. C. L. Miel.

Address of welcome, Hon. James C. Rolph, Jr., Mayor of San Francisco.

Response on behalf of the association, First Vice-president W. C. McConaughey.

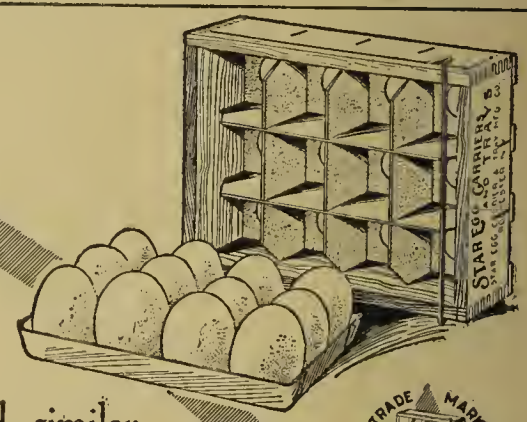
Address, Mr. W. M. Moore, president San Francisco Chamber of Commerce.

Response on behalf of the association, Ex-President William Judson.

Announcement of special committees: Auditing, Credentials, Programme, Arrangements, Press, Nominating.

Roll call.

Reading of Constitution and By-Laws.



Why Handle Eggs at a Loss When You Can More Easily Gain a Profit?

You may firmly believe that egg handling in paper bags, cartons and similar containers is profitable, but it isn't, as figures prove. How many of your eggs are broken in a week or a month? How many you, personally, know nothing about? Each broken egg means just this—lost profit on a whole dozen. How many customers have become dissatisfied and lost because of broken eggs in their orders? There is just one way to prevent this loss in trade and profit—

The Star System for Safe Egg Handling

It's the simplest, quickest and by far least expensive system of egg handling ever devised. Nine seconds to fill the Carrier—an instant to empty it, and never a broken egg.

The Tray is left with the customer—there is no delay in the delivery. Your ad on the inside of each Tray costs practically nothing, and yet it's the most valuable advertising space you could buy. Candling the eggs can be done right in the Carrier. Send for our booklet.

FREE *A stencil of your name for marking your boxes, jugs or Star Egg Carriers. Send us your name.*

THE STAR SYSTEM
4 Doz. Star Egg Carriers
5 M Star Egg Trays—Printed
1 Package Divisions
FOR EACH WAGON

STAR EGG CARRIER & TRAY MFG. CO.
1504 JAY STREET
Rochester, New York

Reading of minutes of last meeting.
Reading of communications.
Reports of special committees: Credentials, Programme, Arrangements, Press.
Reports of officers: president's address, first vice-president, second vice-president, third vice-president, fourth vice-president, fifth vice-president, treasurer, secretary, Executive Committee, Board of Directors, report of counsel.
Address Mr. Frank B. Connolly, president National Association of Retail Grocers.
Address Prof. M. A. Jaffa, inspector food and drug laboratory, University of California.

Thursday, May 20, 1915, 9.30 A. M.
Convention called to order.
Report, Arbitration Committee, Mr. W. B. Timms, chairman.
Discussion, led by Mr. Warren Goddard.
Report, Pure Food and Legislative Committee, Mr. Theo. F. Whitmarsh, chairman.
Discussion, led by Mr. Douglas H. Bethard.
Report, Sub-Committee, Metric System, Mr. Fred. R. Drake, chairman.
Discussion, led by Mr. James Hewitt.
Report, Discount for Cash Committee, Mr. Robert J. Roulston, chairman.
Discussion, led by Mr. George E. Lichty.
Report, By-Laws and Constitution Committee, Mr. Douglas H. Bethard, chairman.
Discussion.
Address William H. Nicholls, president National Canned Foods and Dried Fruit Brokers' Association.
Report, Membership Committee, Mr. J. W. Herscher, chairman.
Discussion, led by Mr. B. D. Crane.
Report, Ways and Means Committee, Mr. Guy W. Rouse, chairman.
Discussion.
Report, Publicity Canned Goods Committee, Mr. Richard Walsh, chairman.
Discussion.
Address, Mr. C. H. Bentley, National Canners' Association.
Report, Uniform Tares Committee, Mr. W. F. Bode, chairman.
Discussion, led by Mr. Fred. R. Drake.
Report, Contract Committee, Mr. Samuel B. Steele, chairman.
Discussion, led by Mr. O. J. Moore.
7 P. M., annual subscription dinner.

Friday, May 21, 1915, 9.30 A. M.
Convention called to order.
Report, Tobacco Containers Committee, Mr. Douglas H. Bethard, chairman.
Discussion, led by Mr. C. H. Pickens.
Report, Bill of Lading Committee, Mr. James A. McAteer, chairman.
Discussion, led by Mr. Charles Feilbach.
Report, Federal Reserve Investigating Committee, Mr. George B. Wason, chairman.
Discussion.
Report, Economy Conference Committee, Mr. George E. Lichty, chairman.
Discussion, led by Mr. William Judson.
Report, Educational Committee, Mr. Howard Humphreys, chairman.
(a) Report of Good Geography, Mr. C. E. M. Newton.
(b) Report on Cost Accounting, Mr. B. B. Cushman.
(c) Report of Competitive Essay, Mr. Rollin A. Horr.
(d) Report on Bulletin, Mr. W. C. McConaughey.
Report, Canners' Conference Committee, Mr. George B. Wason, chairman.
Discussion, led by Mr. W. B. Timms.
Report, Better Containers Committee, Mr. T. S. Vallette, chairman.
Discussion, led by Mr. O. C. Mattern.
Report, Chamber of Commerce of United States, Mr. Fred. R. Drake.
Discussion, led by Mr. Douglas H. Bethard.
Report, Committee on Bankruptcy, Mr. C. E. M. Newton.
Discussion, led by Mr. O. J. Moore.
Report, Resolutions Committee, Mr. W. C. McConaughey, chairman.
Reports of special committees: Auditing, Credentials, Press, Nominating.
Election of officers.
Election of directors.
Appointment of Executive Committee.
Unfinished business.
Discussion of place for holding next annual meeting.

Unique Exhibition of American Groceries in Palermo, Italy, Gets Some Orders.

An American firm dealing in pure foods asked the assistance of the Palermo, Italy, consulate in securing foreign trade. In reply it was suggested that a case of samples should be sent to exhibit to the buyers of that district. The firm forwarded samples of canned vegetables, fruit, fish, salad dressing, mustard, crackers, tea and raisins. The weight of the contents of each package was figured out in grams, the price f. o. b. New York was made out in lire, and the amount of duty for each can was calculated. The weights and prices, with the Italian names, were attached to each parcel, so that dealers could figure out what each article would cost. Invitations were sent out to grocerymen, hotel keepers and confectioners. At the appointed time asparagus and canned corn was cooked and served hot to visitors. They were well pleased with the fine quality of the goods and the neat appearance of the packages. It was found that the prices on most of the vegetables and fruits were too high to compete with the domestic product. The duty on conserves is almost equal to the price, and this prohibits their importation. Some orders were given. The articles ordered were asparagus, chili sauce, crackers, dried beef, mustard, plum pudding, salad dressing, salmon, shrimp and tea. Some articles, as crackers, peanut butter, maple syrup, canned corn and wheat, corn and oat flakes, are unknown here, but the dealers believe that crackers and dried beef might be successfully introduced.

WANTED USED NATIONAL CASH REGISTER
Must be modern, a check thrower, in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

To the merchant

—Who Is Discouraged.

—Who Finds His Sales Falling Off.

—Who Has to Meet the Big Mail Order Competition.

THE Sperry SYSTEM
of
National Service

Offers a means to better things

To—
Renewed Confidence
Increased Sales
Drawing power which will enable him to laugh at the big catalog house competition

The Sperry system of profit sharing, through the use of the Famous S. H. Green Trading Stamp and the Hamilton Coupon has lifted thousands of retail merchants out of the Slough of Despond.

It Can Do the Same for You

The Sperry & Hutchinson Co.
2 W. 45th Street NEW YORK CITY
George B. Caldwell, President

The Grocery Markets

Tea.

The tea market shows no particular change, so far as spot teas are concerned. Ceylon-Indias are firm, as they have been, and the demand is seasonably moderate. As stated last week in the New York correspondence, the Formosa market opened at about 2 cents per pound above last year. Another feature of the market is that owing to the lack of transportation facilities, new Formosa teas will be about a month late getting to this country. The market for new Congo teas will probably open within a few days, and is expected to be about 3 cents higher than last year, when the opening price was 12 cents. New Japan teas are also about ready to open, probably on a basis higher than a year ago.

Coffee.

The coffee market has strengthened somewhat during the week, and probably the average grades of Rio and Santos are ⅛ cent higher than a week ago. This is due to continued firm feeling in Brazil. As the week closes, the market is steady, with the demand for Rios and Santos coffee small. Good roasting milds are quiet, with a fair demand for the better grades. Prices unchanged. Java and Mocha unchanged on last week's basis.

Sugar.

The sugar market is not materially changed from last week. Raws have declined some little, but not very much, and granulated, while nominally 6 cents, can still be bought from most refiners at 5.90 cents. The consumptive demand for sugar is showing signs of the usual seasonable increase.

Syrup and Molasses.

Glucose shows no change for the week. Compound syrup is dull at ruling prices, and so are sugar syrup and molasses.

Canned Goods.

Tomatoes are firmer, and it is now practically impossible to buy anything below 67½ cents in a large way, f. o. b. The fact that stocks are low in packers' hands seems to be the reason. Nobody is interested in future tomatoes. Peas are hardening a little, due to the clean-up of some of the very lowest grades, which has the effect of raising the price. Apples are cheap and dull, and will probably close the season that way. California canned goods on spot are easy, particularly peaches, owing to the desire of holders to clean up in advance of the new season. Small Eastern staple canned goods are unchanged and dull.

Dried Fruits.

Prunes on spot are very much neglected. Prices are unchanged. Much uncertainty exists as to future prunes, the situation being the same described before, namely, that if the war comes to an early close and the European demand is good, the present price will be very low. Whereas if the war does not come to an early close and there is no particular demand, the present price will be very high. Peaches and apricots are unchanged and very dull, peaches still ruling on a very low level. Raisins, currants and others dried fruits dull and and at ruling quotations.

Fish.

The fish market is very dull. There may be a little stronger feeling in Norway mackerel, due to advices from Norway that the North Sea fishing this year would be very much interfered with, possibly resulting in a 50 per cent. reduction in the catch, but the stronger feeling is not very noticeable. The presence of so much poor mackerel in market renders the situation very soft. New shore mackerel have not yet come on the market for the current season. Cod, hake and haddock are all dull at unchanged prices. Domestic sardines are very weak. The catch is large, and the packers are predicting that there will be a slump to around $2.25 for quarter oils. The demand is light. Salmon is unchanged, it still being possible to buy in the East lower than the coast parity. Imported sardines are firm at unchanged prices.

Beans and Peas.

Pea beans are a shade easier than a week ago, probably 5 to 10 cents per bushel. The reason is more offerings. Marrows are unchanged and steady to firm, by reason of scarcity. California limas very soft, and sales have been made during the week as low as 5.45 cents in a large way. Large crop seems to be the reason. Green and Scotch peas unchanged, dull and easy.

Butter.

There is an active demand for grades of buter, and the receipts are selling as fast as they arrive. The market is firm, but inasmuch as receipts are reasonably sure to increase, a decline may be expected when this occurs. The present weather is very favorable for the making of fine butter, and the bulk of the receipts are showing very well.

Eggs.

The egg market is steady at prese prices, with liberal receipts. Eggs n coming forward are very fine, as th always are in April and May, and considerable quantity is going into st age. The consumptive demand is a good.

Cheese.

The cheese market is very firm, w the make reported to be larger th usual at this season. No immedi change seems in sight. The market ruling unusually high, largely on a count of the export demand. The co sumptive demand is light.

Provisions.

Stocks of provisions are reported a ple, with an increased demand and advance in some cuts of ¼ cent. Pu and compound lard are both steady a in light demand, prices being unchange Barreled pork, dried beef and cann meats are unchanged in price and increased consumptive demand.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

You and the Chain Stores.—The other day a very intelligent looking clerk, in a very well-established store, overstepped the mark. The customer, evidently a regular one, was quoting chain store prices on canned goods. The clerk acted so impatiently that he gave one the impression that a sudden explosion was imminent.

Observing the man's mental disturbance, the woman, with excellent tact, drifted to other items.

* * *

Still the foolish clerk had to have it out, and he knocked the chain store right and left. Told how the goods were the lowest grade, and that such stores catered to people who disregarded quality, anyway.

Now, while this was the type of man who, from a point of loyalty we must admire, yet he allowed his biased convictions to run away with him.

* * *

In the first place he showed lack of control, and in the second place he simply talked through his hat when he rubbished his competitor's goods.

Because—the chain store goods are standard goods, must necessarily be such. This clerk wasn't posted, and his business training had been expensively neglected.

Remember this, the less you say against a competitor the better. Allow the outsider to do the talking. Be noncommital.

* * *

"Bother the Customer."—Have you ever felt that way? Do you ever really say it out loud? It has been expressed, and is expressed, every day. Such a fellow is sadly in need of a change of heart and a change of air.

So we usually change his job.

To give the devil his due, though, oftentimes men who are guilty of avoiding trade are those who allow their work to pile up on them, and they get into a nervous condition over it.

* * *

Break this Condition Up.—Because it is ruinous. When you wait on a customer under protest, *that customer knows it,* no matter how clever you may consider your approach. The customer, sir, is the one thing needful, no matter how cluttered your department or how disarranged your shelves may be. It is up to you to greet her as though you hadn't a "hand's turn" to do other than give her your undivided attention.

Success lies in service.

Service is the greatest asset of any business. It's a big word. It's a comprehensive word. It begins with the errand boys and ends with the directors. That means that you and I come in severally under its command. To ignore the service principle in one single iota is to ignore the basic foundation on which we build.

"Bother the Customer?" Why, man, dear, you're showing the white feather. You're letting the red blood out of your veins when you display such a spirit.

Welcome the kid, the poor, the rich, with a real, intense feeling.

Forget all else.

Such is service.

INDIVIDUAL MARKET REPORT

Spices.

The market is active, with broad co suming demand. Foreign markets co tinues generally higher. The future really difficult to predict, especially in view of the unsettled shipping co ditions and the great possibility of hig er ocean freights.

Pepper.—Large arrivals reaching he during the last week are going ra idly to consumers. The unsold balanc are now limited in volume. Foreig markets are reported higher, especial for Malabars. Spot scarcity here w soon again prevail, with generally firm er and higher markets.

Pimento (Allspice).—Steady and only fair demand, without change price.

Mace.—Dull and without any chang during the week.

Nutmegs.—Steady and in better spe demand. Prices steady and firm.

Green Ginger Root.—In fair reques but none is expected until early June.

McCormick & Co.
Baltimore, Md.

Imported Fish Specialties.

With an exception here and there, th market for practically our entire lin is tending higher and shows all mark of a mild bull market. Both scarcit of supply and an improved demand fur nish a very logical reason.

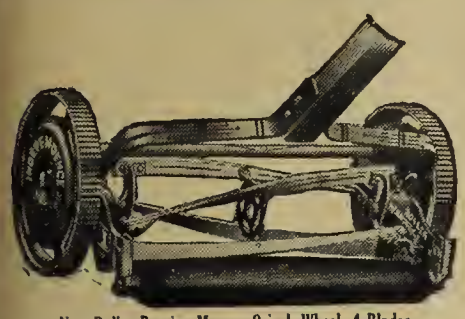
There is nothing to be added to ou last week's report in regard to herring of all kinds. Real fine Scotch fish ar very scarce, and almost unobtainable while ordinary grades of Scotch her rings are moving rather freely in suit of the advanced season. Norway her rings are scarce and higher. Hollan herrings are in small demand at th present time, but there are practically no stocks to be disposed of.

Mackerel is one of the articles tha does not seem to take part in the bul

Buy the Best "PHILADELPHIA" Lawn Mower

THE STANDARD OF THE WORLD

All Knives Vanadium Steel



New Roller Bearing Mower, 9-inch Wheel, 4 Blades

Twenty-one Styles Hand Mowers — Six Styles Horse Mowers

ALL HIGH-GRADE

Don't purchase Mowers until you see our line

The Philadelphia Lawn Mower Co., *MAKERS OF High-grade Mowers,* **Philadelphia, Pa., U. S. A.**

28

If nationally advertised products are not good merchandise, why do the biggest and best merchants in the United States sell them and feature them?

If you think a given nationally advertised brand doesn't pay you enough profit, are you remembering that selling it requires no work and that the orders for it are laid in your lap?

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

Do These Reasons Appeal to You?

¶ From every standpoint, **Wheatena** is the best cereal proposition on the market to-day. Mainly for three reasons:—It sells itself, and repeats, and pays a good profit. No breakfast food can claim more than that, no matter how much it advertises, and very, very few can claim that much.

¶ Packed and guaranteed quite unusually.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

Hobart Electric Meat Chopper

No. 24

Same as cut shown

½ H. P., 60 Cycle, 110 Volt

COST NEW $165.00

This machine is good as new, will sell for

$100.00

H. F. HEACOCK

51 N. 2d St., Philadelphia

movement. Demand is very small, trade is buying from hand to mouth only, and while holders of Norway mackerel talked higher prices, and ostensibly are unwilling to come down from their high horse, they are only too glad to accept orders at any reasonable price offered. Of course, we expect that the situation will change as soon as the mackerel trade opens up again. Every one knows that this is usually a dull season for the sale of mackerel.

Imported sardines are higher all around. Our people in Norway report an enormous demand from the countries at war, so that they really do not need us. We are not willing to pay their prices, because we still have some stocks, but when we will be in the market, and will have to buy, we will simply have to pay their prices or leave the goods alone. From France no sardines can be had, nor have they any sprats of any consequence. For the very little that have been packed they are asking such enormous and outrageous prices that it will be utterly impossible to import the same. From Portugal they are reporting a scarcity and they want higher prices.

STROHMEYER & ARPE CO.
New York.

Evaporated Apples, Etc.

Trading in evaporated apples continues at a standstill here. We are not getting any European business and domestic orders are for too small quantities to have any effect on prices. Speculators consider present prices on spot goods too high. They have also paid little attention to futures for the past week, as they prefer to wait and get a better idea of the size of the new crop. Futures are offered on a basis of 7¼ cents for prime in 50-pound boxes, October-November shipment. We are having cold weather, which is considered favorable, as it is holding back the blossoms.

The spot market is quotable at 7¼ to 7½ cents for prime, 7¾ to 8 cents for choice and 8 to 8½ cents for fancy, all in 50-pound boxes, with the usual overage for 25-pound boxes and cartons.

C. C. HALL.
Rochester, N. Y.

Contributed.

Working Up An Iced Coffee Business.

Secretary of the National Coffee Roasters' Association Suggests How It Can Be Done. Printed Cards Can Be Distributed by Jobbers to Their Customers.

Last year we called attention to the advisability of developing an interest on the part of the public in iced coffee as a refreshing summer beverage, and urged a vigorous campaign with the view to increasing its popularity, but our suggestion doubtless came too late in the season to admit of accomplishing any material results.

We now bring the subject to your attention again, sufficiently early in the season to provide a good start, and we quote from our last year's circular as follows:—

> Has it ever occurred to you that by a concerted educational effort, it might be possible to eliminate from our experience (with respect to coffee) the duller season of the year, that upon which we are now entering. All of you have observed that during the heated term your sales of coffee are somewhat diminished. Why not let's enter upon a campaign to impress upon the public at large that iced coffee is a most delicious summer beverage?
>
> It is a matter of only a generation ago that iced tea was regarded as a novelty and a fad, and we believe that through diligent and emphatic effort we can persuade the consumer to give a fair trial to this same method of serving his coffee, and that a general introduction of it into the homes of the land would produce the most satisfactory results to all concerned. Iced coffee is now being served to a great many people and is by them preferred to other beverages; why not make the preference general?
>
> We recommend that you direct your salesmen to agitate the subject and to preach this doctrine vigorously to your customers.

It is suggested that the National Coffee Roasters' Association get up a display card, to carry a nicely lithographed design of a tumbler of iced coffee with pertinent surroundings, with sufficient space left for each jobber to fill in his own brand and additional reading matter. We are now working on the proposition, having invited sketches, etc. It is contemplated to get up these cards in three different designs, lithographed in three colors, the cards to be of the same size and quality as the slogan cards th were distributed in connection wi last year's Coffee Week.

GEORGE W. TOMS,
Secretary National Coffee Roas ers' Association.
New York, N. Y., May 4. 1915.

The Economy of a U. S. Slici Machine.

How many of you sell dried be cold boiled ham, smoked tongue, et Those of you who do should look in the advantage of using a U. S. Slici Machine for this purpose. This m chine has so many points of excellen that it is only necessary to have the shown to you to make you want own one. The price is within yo reach and the savings effected will a short time cause you to wonder w you did not install one sooner. Charl Dapp, the sales agent in this territor is an affable chap, who delights in de onstrating the utility of the U. S. Slice He is located at 1024 Arch street, Ph adelphia.—Advt.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Registered U. S. Pat. Off.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

A Good "Yeast Store"

¶ Practically all grocers sell

Fleischmann's Yeast

still, in every neighborhood, there are one or more groceries that hold reputations as "good yeast stores."

¶ Incidentally a good "yeast store" generally becomes a good flour store and withal a pretty busy place.

We Call on Your Customers

through the magazines and tell them how good and useful is

MAPLEINE

The last word in flavors

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Where to Get Premium Goods

The "Modern Merchant and Grocery World" receives so many inquiri as to where subscribers can obtain premium goods of various sorts, that f the convenience of its readers it has compiled a little directory of responsib houses from which any of the goods listed can be obtained direct.

Advertising Novelties.

Advertising Novelty Co., Newton, Iowa. (4)

Wm. P. Perkins, 116 Nassau St., New York City.

A. C. Bosselman & Co., 1 E. Thirteenth St., New York City.

R. M. Doernberger, 1157 Park Row, New York City. (13)

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind.

Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (10)

American Aluminum Mfg. Co., Lemont, Ill.

Buckeye Aluminum Co., Wooster, Ohio. (26)

Lafayette Stamping and Enameling Co., Lafayette, Ohio. (13)

Republic Stamping and Enameling Co., Canton, Ohio.

The Vinton Co., Central Building, Portland, Ore.

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

Dishes.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

French Ivory Premium Articles.

Yale Novelty Co., Leominster, Mass.

Games.

J. W. Hance Foundry Co., Waterville, Ohio.

Wm. Fuld, 1226 W. Central Ave., Baltimore, Md.

Glassware Novelties.

Jeannette Glass Co., Jeannette, Pa.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.

Kitchen Spec. Mfg. Co., Reading, P
Wachusett Specialty Co., Worceste Mass.

Jewelry.

Clark & Coombes Co., 162 Clifford S Providence, R. I.

Geo. W. Dover Co., 79 Ship S Providence, R. I.

Gustav Fox Co., 14 E. Fourth S Cincinnati, Ohio.

Fray Jewelry Co., 9 Federal S Providence, R. I.

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jers City, N. J.

Souvenir Lead Pencil Co., Ced Rapids, Iowa.

J. Ullrich & Co., 27 Thames St., Ne York City.

Post Cards, Etc.

E. C. Kropp Co., Milwaukee, Wi (Special post cards made to order.)

Mail Dealers' Wholesale House, Ch cago, Ill.

Premiums.

Gustav Fox Co., 14 E. Fourth St Cincinnati, Ohio.

F. E. Wilson Mfg. Co., Lancaste Ohio.

Rugs.

Edw. H. Condon, Stonington, Me.

Shears.

Atlas Shear Co., Bridgeport, Conn.

Silver Plated Ware.

Wm. Rogers Mfg. Co., Meride Conn. (1)

Toilet Sets (Brush, Comb and Mirro Manicure; Shaving).

Ellis & Golterman, Inc., 122 W Twenty-seventh St., New York City.

Umbrellas.

Frankford Bros., 906 Filbert St Philadelphia.

Wire and Metal Goods Novelties.

E. A. Bulman Mfg. Co., Gran Rapids, Mich.

Rockwell-Clough Co., Alton, N. H.

How the Westfield Movement Sells Goods for Lamberton of Schenectady

He put it to work for him and it has turned out to be his best salesman. This, in a sentence, is the story of that far-famed Schenectady, N. Y., grocery merchant, George D. Lamberton.

Lamberton calls his place "The Quality Food Shop" and the picture shown above proves it.

Lamberton says, *"This Westfield Movement in the Union-Star and the Ladies' World has certainly stirred things up and got people asking all sorts of questions about the goods they buy here. Since I put up that Westfield sign in my windows they take it for granted that they are protected at this market. Usually that is all that is necessary in the way of salesmanship. It is this sort of an impression that creates business of a better kind for me."*

Mr. Lamberton is one of the nation's heartiest backers of the Westfield Campaign—probably because he knows all there is to know about it. He knows Westfield pure food standards. He knows the impelling sentiment that is being aroused by the Ladies' World.

He knows how the desire for the goods grouped below is being sharpened by having the story brought home in the local newspapers; the country's big newspapers—103 in all, one right in your locality.

Mr. Lamberton knows that he can direct all the motive power thus created into his store by identifying himself with the whole movement. He knows that women who have been reading about Westfield are passing his door every moment and that the sign in his window identifies him unquestionably and links him to the chain that has been created and makes him part and parcel of the Great Westfield Campaign.

He knows that all he has to do is to show this sign and stock the goods and his cash register will ring merrily for him. In fact, this is happening to him and he is finding the Westfield sign his best salesman because it is making money for him and creating prestige for his store. The same situation that Lamberton created you can create for yourself.

This is the sign Lamberton finds has a cash value—that identifies his store with the Westfield Movement.

A postal or letter to Dealer Service Department, McClure's Publications, Inc., McClure Building, New York, will bring you a copy of the Westfield Book of Pure Foods—a Westfield Transparent Sign for your windows—and a 56-page book in full colors offering suggestions on window trimming. ALL FREE.

Push these Products and profit by their advertising.

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

A Nifty Lesson in Bookkeeping.

This is going to be some wise remarks about bookkeeping, by a gent what don't know anything more about bookkeeping than he does about being the father of a colored baby.

Which gent is me. However, I have got some common sense, though there are some that even doubt that, bad luck to 'em.

And my common sense, working on what I see in my travels, tells me that a big bunch of you fellows ain't doing your bookkeeping right.

Listen to this:—

I went into a customer's store last Friday and found him as grouchy as an old nanny that had just lost her whiskerettes. This was the story that he gave me. He had a family on his books that had always ate big and bought lots of stuff of him, but had always been slow about settling. The last bill they run up was over $200, and he hadn't been able to get a cent. They stalled him off and made all sorts of promises, but didn't keep any of 'em, and in the end he had to give it to a lawyer and tell him to sue.

The lawyer started his suit, and when it came up in court the judge threw it out because the grocer couldn't prove what goods he had furnished 'em with. He knew they owed him $238 or something like that, but he couldn't swear what it was for.

"But in Heaven's name why couldn't you?" I said. "Didn't you have any books?"

The only book he had with the items in it was the pass book *they* had. When they'd send for an order he'd put the items in the pass book and when they paid he'd mark 'em paid in that book! What d'ye know about that?

"Mean to say you didn't keep any copy in the store?" I said.

"I had the total," he said. "What was the use of a copy—they had the book, didn't they?"

"I should think you'd see the use of a copy," I said, "after you've just lost $238 by not having one. Where was their book when the case came up in court?"

"They said they'd lost it," he said.

Well, believe me, I could hardly take it in.

"So you can't collect it then," I said. "Is that what it comes to?"

"That's what my lawyer says," he answered.

Can you beat it?

Now I've always known that a lot of grocers did their bookkeeping in that way—I believe my wife told me our own popular grocer does—but I never had it rubbed in just like that. What d'ye think of it, anyway?

I've got another customer who is always going on about his expenses being too big. I've told him a thousand times his bookkeeping was costing him too much. He does about $600 a week and has two bookkeepers. He's got what looks like a regular department store scheme of keeping his accounts—red slips and white slips and a lot of red tape. If I couldn't go in there, without knowing a blamed thing about bookkeeping, and cut it half, I'd eat a shirt. I'll bet I could save him $10 a week easy in his bookkeeping, just by cutting out a dozen of those blamed slips. I'll bet the accounts would be kept better too.

Some of these little patent schemes of keeping your books are the real cheese. I know one man who does over a thousand dollars a week that don't pay anything out for his bookkeeping. He's got one of the patent schemes and his clerks do the bookkeeping as they go along. I don't know what scheme he uses—I ain't trying to advertise anything—but he thinks it's the greatest thing that ever happened. I know when he put it in he fired his bookkeeper that he was paying $15 a week to—every cent of that was saved. You can bet your ne *he* wouldn't lose $238 because didn't have a copy of what h sold. He's got everything rig where it's needed—I've seen h go to it and get it a dozen times.

This case of the $238 has taug me something all right. Fr now on the grocers that sell goo to my happy home are going to the ones that put 'em in the pa book and let it go at that. I going to hunt that kind of groc up and if I have to I'll move as to be near 'em. I'll buy up the limit and then let the ba chew up the book. I can alwa depend on the kid, for he'll chew anything. When they sue me, I laugh myself to death.

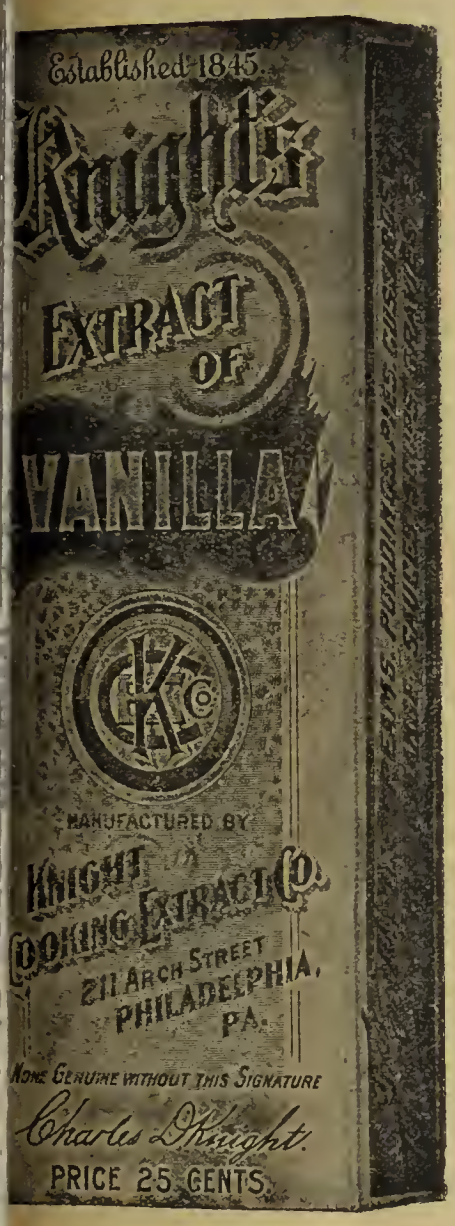
THE STROLLER.

Weekly Window Display Suggestions

Attention: Time to Scrub!

Everyone is turning his attention to housecleaning, so make a bright display of brooms, powder, etc. First of all, cover the bottom of the window with dark green oil cloth. At each side, toward the rear, arrange some brooms together in gun fashion, and then place some feather dusters on top and around them. Now, in the center toward, the rear, make a pyramid of some washing powders, such as lye, chloride of lime, Gold Dust, Soapine and the like. At each side, in front of this, make some small pyramids of stove and metal polish. Then in front of this, tilt a bucket with loose washing soda in it, with some of it in the bottom of the window; also a bar of soap and a good scrubbing brush near it. Finish off the display with little piles and pyramids of washing blue, ammonia and any of your other supplies that will be appropriate. Now stretch a clothes line across the rear of the window, up a distance, and fasten on it, a piece of muslin or linen with black lettering, like illustration. Fasten the goods to the line with clothes pins.

This Tells the Tale



A product which has been on the arket fifty-eight years is a product hich has stood the hardest of all sts—the test of time. **"Knight's ooking Extracts"** is a phrase familiar man, woman and child, from the tlantic to the Pacific and from the akes to the Gulf. It is easy to tell hy; no housewife ever had a bot e go back on her and no house ife ever will. Good extracts must e on your shelves. Grocers, if ou sell Knight's Extracts we need ay nothing more to you; if you on't, we want one order from you —we are sure of more. You are ertain of their absolute purity and good profit.

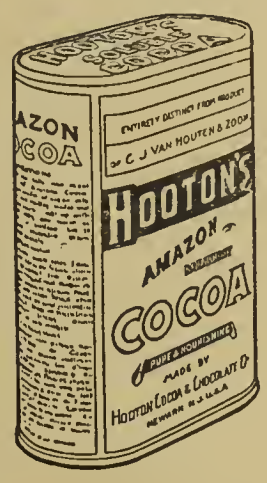
KNIGHT'S
Cooking Extract Co.
No. 211 ARCH STREET
PHILADELPHIA, PA.

BABBITT'S CLEANSER

The Big Seller

The large, new can of Babbitt's Cleanser that sells for 5 cents enables your customers to cut the cost of cleaning in half because it's as big and as good as others which cost 10 cents. It sells twice as easy and twice as fast as any 10-cent cleanser. Extensive advertising is featuring the new package, the low price, and the fact that the Trade Marks are good for beautiful and useful presents. Take advantage of the demand we are creating and see that the showy can is prominently displayed on your shelves. You'll never have a complaint from a customer who uses it.

B. T. BABBITT, Inc.
NEW YORK CITY



Why Hooton's Cocoa Sells to All Classes of Trade

People who want money's worth buy our ten-cent can because it's the biggest can of *first quality* cocoa at the price. People who want "The Best" buy **Hooton's Cocoa** because its *quality* and *flavor* please them. We'll show you how to get all your customers interested and sell them more cocoa than you ever sold, by pushing **Hooton's Cocoa.** Write for particulars of our plan.

Coffee Sermonettes

No. 6—Prudence in Business

TEXT: We accomplish more by prudence than by force.—*Tacitus.*

"Fools rush in where angels fear to tread." From the start we've never taken chances. This is a coffee business built up on *prudence*—we don't believe in trying to force people to come to 65 Front street. We've felt certain they'd gravitate there just naturally—sooner or later.

This element of prudence in the coffee business should mean much to you. Many cases of misbranding of teas and coffees have been brought by the Governmental authorities where the dealer's chief offense lay in his ignorance or his lack of prudence in purchasing supplies.

We take great satisfaction in the fact that before the Pure Food Law went into effect all our shipments were sold under their proper names and our packages branded so as to clearly state the contents. This has made it exceedingly difficult at times to compete with rival houses, where shipments were made up in order that they might be sold slightly under market prices.

Cup Quality First Consideration, correct labeling of merchandise and reasonable prices are the things we preach, and not only preach, but put into practice. Deal with any house, anywhere, that has PRUDENCE written big on its shield, but if you would combine expert service with prudence in the New York market, try US.

And don't forget that in teas and cocoas we can serve you quite as efficiently as in coffees. We have some teas to offer which are great values, and our Royal Stag Cocoa is worth looking into. We'll gladly submit samples and quote prices.

Harris Standarized Green Coffee

The
William B. Harris Co.
Cup Quality Experts
Teas, Coffees, Spices
65 Front Street New York
(Copyright)

CCCX.—Taxing Premium Plans Out of Existence or Prohibiting Them Absolutely.

One of the mooted legal questions of the day is the legality of the present campaign to tax all manner of premium schemes out of existence. Readers of trade papers know that this campaign has broken out in various States of the Union, and is now being vigorously waged. It takes either of two forms. The first is such a law as Colorado has just passed, flatly forbidding all manner of gift enterprises, and the second is a law making everybody who sells or uses trading stamps and other premium devices pay a tax so high that nobody can afford to remain in the business. Such a bill is pending in Pennsylvania. It would compel trading stamp companies to pay a license of $2,000, and retailers who distribute the stamps to pay $500. In New York State the attack takes even a third form—that of a proposed law forbidding all sorts of coupon schemes except trading stamps.

In some States prohibitory or regulatory laws have already been passed and are waiting tests as to their constitutionality. In other States such laws undoubtedly will be passed, and it is probable that the coming year will see the whole premium question thrown into the courts for decision as to whether premiums have a right to live.

Can laws be passed which will make premium schemes illegal? Or can premium schemes be gotten rid of by imposing such a high license tax that nobody can pay it? My own opinion is that the courts will finally answer both of these questions in the negative. In the present state of the law in most States a Legislature can impose some tax on the premium business or any phase of it, but it cannot destroy it under pretense of taxing it. Only on one ground can premium schemes (which includes trading stamps) be either forbidden or taxed so high as to be destroyed, and that is on the ground that they are detrimental to the public. Here is almost all of the law on the subject in a nutshell:—

> In regard to certain forms of business which are inherently harmful and dangerous to society, the Legislature may either enact statutes which are directly prohibitory, or may accomplish the same end indirectly by requiring a license fee so high as to amount to a prohibition of the business. But useful occupations which are not detrimental to the public cannot be unduly restricted or substantially prohibited under the guise of police regulation.

In other words, if the trading stamp scheme and other premium schemes are "inherently harmful and dangerous," any Legislature can destroy them instantly and directly, or give them their quietus by a prohibitive tax. If they are not "inherently harmful and dangerous," then laws imposing high taxes or directly prohibiting them are unconstitutional and will be thrown out by the courts as fast as they come up.

The Supreme Court of the United States, which will have to say in the end whether premium schemes are "inherently harmful and dangerous," has never expressed itself on the subject as yet. Many States, however, have done so, the large majority deciding in favor of the premiums. Oregon not long ago passed a law taxing people using trading stamps $5,000 per year, and the court upheld it. In effect this was a decision that premium schemes were "inherently harmful and dangerous," and that on that ground the Legislature could destroy them. This case is to be taken to the United States Supreme Court, which will probably decide the question once and for all.

There was also the State of Arkansas, in which State there is legislation taxing everybody using gift enterprises $1,000 and everybody patronizing them $500. This legislation was also upheld by the United States Circuit Court for that district and the tax stood. This too is practically a decision that gift enterprises, which in Arkansas means trading stamps because the law says so, are "inherently harmful and dangerous."

On the other hand, something like twenty-four States, if I remember rightly, have decided that premium schemes, particularly trading stamps, were not "inherently harmful and dangerous," and could therefore neither be prohibited nor destroyed by high taxes. What the United States Supreme Court will say is of course a question, but if it follows what is unquestionably the weight of judicial authority in this country to-day, it will decide that premium schemes are not "inherently harmful and dangerous."

(Copyright, May, 1915, by Elton J. Buckley.)

—

Question: * * *, Pa.—About one year ago one of my former customers stopped in at my place of business and asked me to cash his personal check drawn in my favor. To the best of my knowledge he informed me at the time that the money was in bank to cover the amount of the check. When the check reached the bank on which it was drawn it was returned to the bank where I deposited the check marked returned unpaid; no funds. I called the party by telephone and informed him of the facts, whereupon he informed me that he had just made a large deposit in the bank and that the money was there to pay the check.

I asked my banker to return the check to his place of banking and have them hold the check for a few days. After the expiration of this time it was again returned marked no funds.

Since this time he has repeatedly promised to pay me the amount of the check, by word of mouth and by letter. He has had an account at bank. What course can I pursue? Can I arrest him for fa pretense?

Answer.—This man was gui of false pretense and a warrant w lie for his arrest on that ground. advise this course. Probably will settle at once when that dro on him.

—

Note.—Requests for information this department should tersely set in full all the facts bearing on the ca and all questions should be carefu framed to avoid misconstruction. Wr on one side of the sheet only. Lett should be received at this office later than Tuesday of each week to sure an answer in the Monday's is following. The signature and addr of the writer must accompany all quiries, and will be published unl there is a request not to do so. inquiries received will be answe without charge. Address all commu cations to Legal Editor "Modern M chant and Grocery World."

Pennsylvania [Organization Notes.

The Grocers' Protective Associati of Pittsburg will remove to new a larger quarters on May 1st. This ganization recently gave a musical tertainment to its members and th wives to celebrate the last meeting the old hall.

* * *

Pittsburg butchers gave a success "stag" euchre and smoker on Ap 28th. There was a large attendance

* * *

Organizer Smedley addressed North Side (Pittsburg) Grocers April 27th. There was a large atten ance. Addresses were made by Pre dent Kuhmeyer, C. E. Woods, Mess Evans, Greaves, Yocum and Wolff. was an interesting evening. At the co clusion of the speaking lunch w served.

* * *

The Tarentum Association, alwa active, is more active than ever. T organization is enlarging its scope a usefulness. Seven new members we admitted at the last meeting.

* * *

Organizer Smedley visited the new organized Association of Grocers a Butchers on April 28th. Preside Trimbell and Secretary Clyde H. Hof man are working hard to make it success.

The meeting was held in Bauhman Hall and was well attended. The O ganizer endeavored to arouse an e thusiasm for association effort. Amon the visitors were David H. Rankin, Penn Station, and E. J. Spangler, De uty State Organizer. Lunch was serve at the conclusion of the meeting.

* * *

The Organizer visited the Homestea Association on April 29th. There wa a good attendance and after the routin business had been disposed of, M Smedley made an address. He was fo lowed by Calvert McAteer, a Pittsbu wholesale grocer, E. J. Spangler an D. M. Redfield. Thirty-six new men

AT WHOLESALE GROCERS EVERYWHERE

"Pfeiffer & Diller's"

KOSYR

TRADE MARK
Registered U. S. Patent Office

The Best Coffee Addition in the World

Stack a dozen tins on your counter, and you will be surprised at the ready and repeat sales of this high-grade article.

1 dozen 4-ounce tins to the carton
50-4-ounce tins to the box

CHAS. STRICKLER & SONS, Philadelphia, Pa. Sole Agents for U. S. A. and Canada

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over ruus his account, the transient cash buyer who only drops iu occasionally, the person who always disputes his bill, and up against other troubles when you do uot have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

Judging a Store by Baking Powder

Baking powder seems a little thing to you, but somebody will judge your store by it. We do not see how there can be but one opinion as to

Rumford Baking Powder

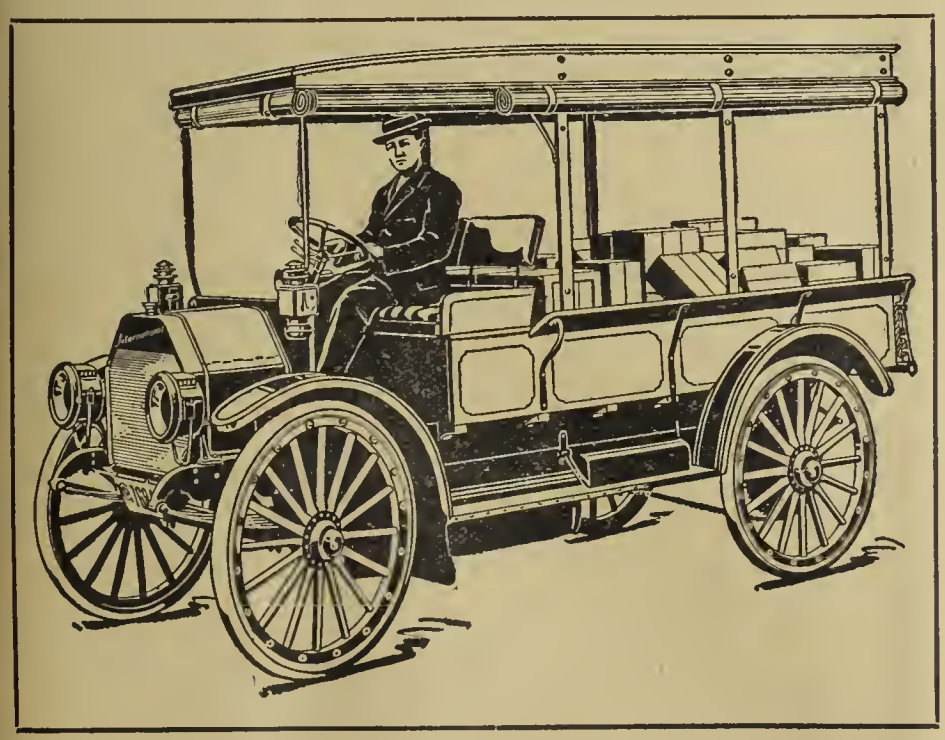
None can possibly leaven better or insure more wholesome food. Its absolute Purity, uniform strength and keeping quality make baking results most dependable, which means a pleased customer and that every can of Rumford you sell will sell other cans for you.

Rumford pays you a greater profit than any other high-grade baking powder—It will pay you to recommend it.

RUMFORD CHEMICAL WORKS, Providence, R. I.

Buy This Business Builder

Let the residents of your vicinity see an International Motor Truck, with your style of body on it, your name, address and phone number on the body, stopping at your store door several times a day for loading of goods, and traveling briskly through the better streets, advertising your enterprise, your name, and calling to potential customers. The



International Motor Truck

is bound to draw customers to your store as to a magnet. People are friends of the wide-awake place of business. The International means prompt delivery to them—and that counts—and suggests new goods always moving off well-filled shelves.

And there are other big reasons why you need an International Motor Truck. It will replace three or four slow profit-consuming horse-drawn vehicles, or do three or four times the work of one, for it will go so much farther and faster. It will run as many hours as need be. Its initial and upkeep cost is less than for horse equipment of the same capacity.

The International can be run by any man intelligent enough to learn a few motor truck fundamentals. You owe it to yourself to investigate this ideal truck. Why not write us now for catalogues, facts, figures, and full information?

International Harvester Company of America
(Incorporated)

105 HARVESTER BUILDING — CHICAGO U S A

bers have recently been admitted to the association. An effort is being made to establish a credit rating and collection system. There is a Chamber of Commerce at Homestead and an attempt is being made to consolidate this with the Homestead Business Men's Association.

* * *

Mr. Smedley addressed the Braddock Merchants' Association on Friday, April 30th, at their headquarters in the Carnegie Library Building. There was a fair attendance. President Will Sullivan occupied the chair. This association is making progress and is of real service to the community. Plans are being made to assist in establishing a "jitney line" to offset some poor street car facilities. Secretary McDonald is a live wire and he is supported by live wire members.

* * *

Secretary Spotts, of the Tarentum Association, reports progress, and is now busily engaged in working out a plan to make the Pennsylvania Association of Secretaries more efficient.

* * *

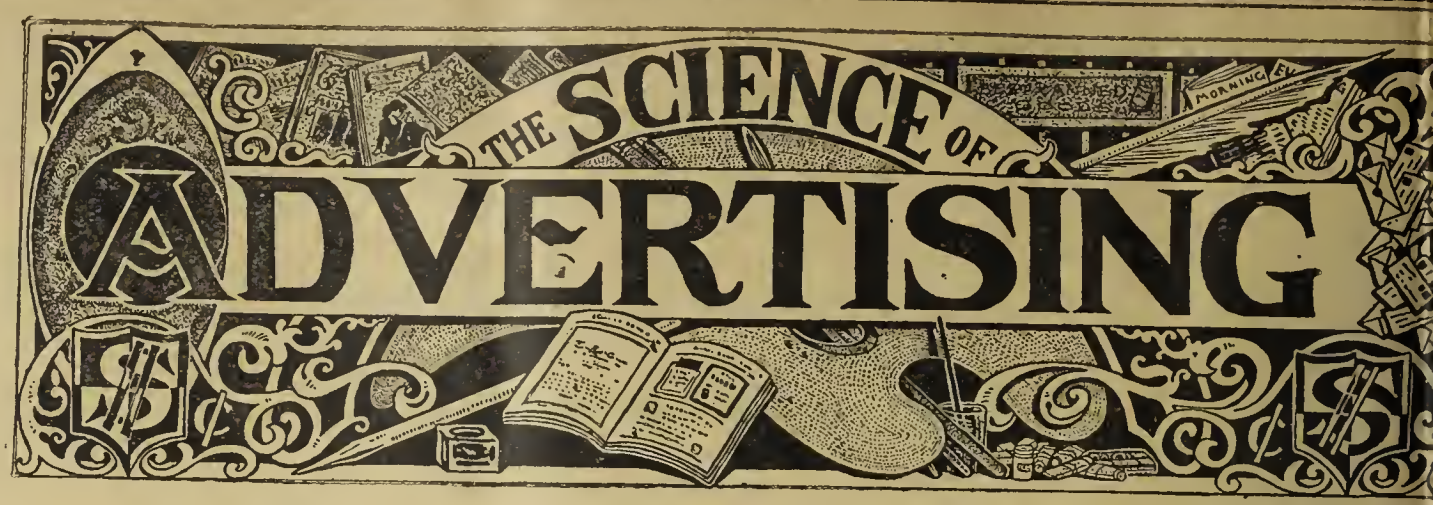
The Kittanning Association is forging to the front and taking a great interest in public affairs. Secretary Copley is the right man in the right place.

* * *

The Meadville Association is preparing plans for the State convention.

Government Invents New Grape Juice.

The fruit juice specialists of the United States Department of Agriculture have recently developed a method by which the juice pressed from Concord and Ives grapes can be concentrated into a new form of grape syrup suitable for use in soft drinks and as and adjunct in cookery. The discovery of the process followed experiments in concentrating cider to one-fifth of its volume. The new method consists in freezing juice pressed from grapes into solid ice, cracking this ice into pieces the size of a walnut and whirling it in a centrifugal machine, such as is used in separating the molasses from the sugar in sugar making. The rapid whirling of the grape juice ice in the centrifugal machine causes the sugar or syrupy portion of the grape juice to separate from the crystallized water and to fly out into the receiving chamber of the centrifugal. By this method the grape juice is quickly reduced by the elimination of water to one-fourth its volume, so that the syrupy content of a gallon of grape juice will make a quart of concentrated grape syrup. Experiments in making the product showed also that in the freezing and centrifugalizing a large part of the acid of the grape juice, which is in the form of cream of tartar, is left behind in crystals in the ice in the centrifugal basket. After the syrup has been concentrated it is sterilized by heating and can then be kept indefinitely. Aside from its special flavor, the new grape concentrate, it is believed, possesses certain commercial advantages in that its reduced bulk makes it cheaper to store, handle and ship.



April 14, 1915.

Editor "Science of Advertising."

Dear Sir:—Would you please give us the benefit of your criticism on these circulars?

We do not receive a proof, so you cannot blame us for spelling a few of the words wrong, as it is not our fault.

Thanking you for past favors, we are, Yours truly,

McGONIGLE & LONG.

The circulars enclosed are really cards 5½ x 9 inches, which is a very good, readable, convenient shape and size. I am reproducing the one I consider the best; the others look too much like the typical cut-price circulars that you can see by the million around streets and vestibules. The one I am reproducing looks more like real advertising.

If I were McGonigle & Long, I should invariably get a proof of every advertisement I issued. That might prevent some of the glaring errors which now appear in their advertising—errors which I should think even a printer's devil, if he looked at it at all, would see. For instance, "Mapte," for Maple. Such mistakes as that are absolutely inexcusable, and reflect—with most persons—not at all on the printer, but on the advertiser. People sort of pride themselves on being able to catch typographical errors, and they will do that and comment on them. Such things are not good advertising, to say the least. Make the printer give you a proof or make him rebate you on his bill for every typographical error that he lets by him.

* * *

This is pretty good advertisi and calculated, I should think, get results. I am not referring the list of articles with which ex stamps are given, but to the pa graphs that really advertise, s as the potato, butterine and bu wheat flour paragraphs. The for extra trading stamps is not. I look at it, advertising of merch dise at all, but advertising of tr ing stamps. However, that is ethical point—if that kind of adv tising gets profitable orders merchandise, "you should worr

* * *

I assume that these cards thrown into vestibules, which pr ably means 75 per cent. waste c culation. Not long ago a gro using similar cards tried one we the experiment of putting his ca in envelopes, addressing them a mailing them. It cost him more distribute them, but he is the a thority for the statement that t results almost doubled. Why do McGonigle & Long try that ju once and see what happens?

NOTE.—This department is devoted the criticism of advertising matter se in, to the devising of new advertisi ideas for special occasions, upon reque and to the suggesting of original adve tisements when data is supplied. A communications sent for this Depa ment should be addressed to the Edit of Science of Advertising. They w be taken up in strict rotation.

SPECIALS

Pennsylvania Potatoes

35c. Basket of 30 lbs. net

These potatoes are not the usual kind put on sale by stores, but a first class article that a dealer wishes us to move quickly for him.

We Guarantee the Quality of the Potatoes.

25 Extra Stamps with each of the following Articles:

1 can Asparagus Long	25c can	1 can Pineapple Large can	23c
1 can Asparagus Tips	22c can	2 cans Pineapples	15c can
2 cans Succotash	12c can	1 can Pears Bartlett	25c can
2 cans Lima Beans 13 15 or	18c can	1 can Cherries White	30c can
2 cans Stringless Beans	15c can	2 cans Sliced Peaches	15c can
2 cans Mix Vegetables	10c can	2 cans Sliced Peaches	13c can

SPECIAL OFFER

10 Extra Stamps with each pound

BUTTERINE . 24c. a lb.

The Commissioner of Internal Revenue in his report for 1893 to Hon. J. G. Carliste, Sec'y of the United States Treasurer says; the most reliable writers in this country on food products, state that Oleomargarine, carefully and properly prepared is a healthful article of diet and a wholesome substitute for butter, and can be furnished at less cost.

THE NEW PRODUCT

Teco Buckwheat or Pan Cake Flour 10c. package

This preparation contains Malted Buttermilk and does not require any milk to be mixed with it. Just water that's all If you like buckwheat cakes and they don't like you, give this a trial.

Mapte Syrup 30c. bot. Pure Sugar Syrup 20c. can

McGONIGLE & LONG

2120 South Street Bell Phone **Philadelphia, Pa.**

The Week's Dry Goods Business.

Marshall Field & Co., in their week review of the dry goods trade, say:—

The arrival of warm weather is proving a stimulus to the dry goods business. Retailers report a good demand for seasonable merchandise.

Current wholesale distribution shows an increase over that of the corresponding period a year ago. Orders from our road salesmen, as well as mail orders, are somewhat heavier than during the same week last year, and the attendance of buyers in the market has been larger.

Collections compare favorably with those of a year ago.

Prices on domestic cotton cloths are firm.

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LIX. PHILADELPHIA, May 17, 1915. No. 20.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE

GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Bell { Filbert 3286 / Filbert 3287 — Keystone, Race 746

Private Exchange.

All Checks and Drafts payable to the Grocery World Publication Co.

An independent journal published exclusively in the interests of modern merchants of all classes.

ELTON J. BUCKLEY, Editor.

DAVID EZEKIEL, Advertising Manager.

Subscription Rates, Including Postage, Payable in Advance:

PER YEAR	
To United States and Mexico	$3.00
To Canada	3.50
To Great Britain and Continent of Europe and Asia	4.50
Single Copies	.10

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Two More Manufacturers Who Upheld Prices to Be Made Defendants in Damage Suits

Cudahy Packing Co. and Welch Grape Juice Co. to Be Sued by Frey & Co., Baltimore Jobbers, Because They Cut the Latter Off for Cutting Prices. Frey & Co., in Statement, Say They Have Resolved to Have the Question of Manufacturer's Right to Cut Off Cutters, Settled Once and for All.

Following the suit brought against the Beech-Nut Packing Co. and the Riker-Hegeman Co. by James O'Donnell, of Washington, on the ground that these concerns would neither sell him nor let the trade sell him, comes another suit, much similar which is about to be brought against the Cudahy Packing Co. of Chicago, and the Welch Grape Juice Co., Westfield, N. Y., by Frey & Son, Baltimore jobbers. The suits are somewhat different from the O'Donnell suits because Frey & Son are secondary victims, as it were. They did not refuse to sell certain people that the above manufacturers wanted them to refuse to sell to, and were either cut off or the manufacturers threatened to cut them off. They will sue to determine the manufacturer's right to do this.

Frey & Son have issued the following statement on the subject:—

The two suits which we are about to institute in the United States District Court will be against the Cudahy Packing Co. and the Welch Grape Juice Co.

These suits are based on the fact that these concerns refuse to sell us their products, owing to the fact that they claim that we did not maintain the prices which they fix as a selling price on their products. We have been deeply interested in the discussions concerning the "price maintenance" matter and read with particular interest the article from the Macy Co., which we consider a very plain explanation of the reasons why it is necessary and desirable for large concerns doing a cash business to sell their goods at a lower price than is being done by concerns doing business on a different basis.

We feel, however, that nothing in the cases so far have brought forth a final decision from the courts of law fully deciding the question of them anufacturers' and jobbers rights in this matter, but we sincerely trust that the actions which we are now bringing will result in such final decisions, as it is our purpose, in case we lose in the lower courts, to carry these actions through to the higher court, and no doubt this will be done by the other parties in the event of our winning in the lower courts. We have no quarrel with manufacturers who attempt to fix the resale price on their products, but, on the contrary, if the courts of law decide that they have the right to refuse to sell their products to the jobber who refuses to follow their policy we will give them our cordial support and maintain their resale prices. But we will then also insist that every jobber be compelled to live up to the agreements and will do all in our power to bring to the attention of the manufacturers those jobbers who secretly violate their agreements.

We ourselves are thoroughly opposed to the policy of "price maintenance;" we do not think that there is anything right in it, and, if upheld, places a power in the hands of the manufacturer which he should not have. It gives him the power to restrict the territory in which the jobber can do business, and if generally followed by manufacturers would drive big jobbers out of business and make impossible the building up of large jobbing houses unless such houses would desire to become direct competitors of manufacturers by pushing other brands packed by themselves or for them. The basis of most of the manufacturers' arguments are on the grounds that if the jobbers do not maintain the resale price the articles soon become unpopular with the retail trade and results in the loss of business for the manufacturers. We cannot feel that there is anything in this argument, for we have only to look around us and find article after article becoming more and more popular sellers every day on which the manufacturers do not attempt to maintain the resale price. We refer particularly to such articles as Quaker Oats, Gold Medal and Pillsbury Flour, Magnolia Milk, Walter Baker's Cocoas and Chocolates, Pet Milk and numerous other items well known to the grocery trade.

We do sell lots of articles at the price the manufacturer asks us to; not because we have entered into any agreement to do so, nor through fear of the manufacturer should we sell them at another price, but simply because the price at which the manufacturer has asked us to sell is about the price which we would sell these goods at, even though the manufacturer had not taken up the resale price with us at all, and because we do not find the competition causes us to sell at any lower price and the price shows us our proper margin of profit.

We believe the business atmosphere will be much cleared by a final decision of the legal points on this subject. Some manufacturers attempt to enforce the "price maintenance" features of their selling policy while others merely make a bluff at it and do nothing when an actual instance of their goods being sold at a lower price than named by them is brought to their attention. This is no doubt due to their uncertainty as to their real legal rights under the present laws.

We ourselves feel that the jobber who can so systematize his business so as to conduct it on a lower percentage of cost than competitors, should have the right to offer his goods for sale at a correspondingly lower price to his trade, thus building up a larger business and putting the goods into the hands of the retailer and consumer at the lowest possible price.

Lots of things enter into the subject of "cost of doing business." Such things as "cash or credit business," doing business by "mail or through salesmen," "elaborate systems or the cutting out of red tape," "selling goods f. o. b. warehouse or sidewalk delivery," all making a vast difference in cost, according as the jobber follows the one system or the other.

Is it not reasonable to suppose that the retailer buying for cash through the mail should expect to receive his goods at a lower price than the one who buys on long credit terms from the salesman? Likewise, should not the city retailer expect to receive an allowance if he buys his goods for cash and hauls them himself instead of buying them through a salesmen on long credit terms and has them delivered by the jobber's wagon?

Since the above was put in ty these suits have actually be brought, damages of $90,000 bei asked of the Cudahy Packing C and $60,000 from the Welch Co.

War Increases Lobster Shipments This Country.

The European war has seriously a fected the demand for Canadian lobste abroad, and in consequence increas shipments have been made from No Scotia to the United States within t last few months. On April 24th a 27th five schooners arrived at Bost from Nova Scotia with 53,000 lobste and on April 30th a shipment of 214,3 lobsters reached Boston from Ya mouth, Nova Scotia, by steamer. It understood that these consignments a the largest on record from a Canadi to an American port.

Great A. & P. Tea Co. Sues Cream of Whea Co. For Cutting It Off

Another Contribution to the Legal Literature of Price-Fixin Tea Co. Was Cut Off by Cream of Wheat Co. for Pric Cutting, and Now Sues on the Ground That Cream Wheat Co.'s Actions to Keep it from Buying Stock Violate Anti-trust Laws.

A most interesting contribution to the suits and counter suits which are just now being brought in connection with price-fixing questions, is a suit which has just been started in New York City against the Cream of Wheat Co. by the Great Atlantic and Pacific Tea Co. The basis of the suit is the fact that recently the Cream of Wheat Co. cut off the Great Atlantic and Pacific Tea Co. because the latter cut the price of Cream of Wheat. The Tea Co. says this is a violation of the new Clayton anti-trust law, which forbids discrimination in price among buyers where the intent is to obtain monopoly or restrain competition.

The incident which precipitated this suit was reported in this paper several weeks ago. The Great Atlantic and Pacific Tea Co. changed a number of its stores to the Economy plan, cutting down the number of its employees in those stores, and also the general expenses, to the smallest posible minimum. The price of Cream of Wheat was cut to 12 cents, whereupon the Cream of Wheat Co. at once cut the Tea Co. off its direct buying list, and issued a notice to all jobbers and large retailers not to sell stock the Tea Co.

The complaint which has bee filed in the case states that for yea the A. & P. Co. has been sellin groceries to the public and for ti purpose has been buying many lin of goods from manufacturers. bought Cream of Wheat and for long time had business relations c the most satisfactory character wit the manufacturers of the produc always having its orders fille promptly and paying promptly cash.

It is set forth that in the cours of time its purchases of the prod uct have greatly increased, so tha in the year 1909 it purchased 4,25 cases of said Cream of Wheat, eac case containing 36 packages, fo which it paid $16,787.50 and its pur chases increased in 1914 to 9,35 cases, for which it paid $36,932.50

The product, it is stated, is mad only by the defendant company an

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

Have You Sent in Your Postal for the $175 Window Dressing Contest?

Doubtless you saw the announcement of the Window Dressing Contest on **Lipton's Tea.** We asked all the dealers who would compete to write us to that effect on a postal. These postals are beginning to come in, and it looks like a good live event.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	**$75**
For the Second	**$50**
For the Third	**$25**
For the Fourth	**$15**
For the Fifth	**$10**

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

shipped from its factories in Minneapolis. In conducting such sales and making shipments defendant has adopted and established and maintained for several years past a system whereby it demands of the purchasers that they maintain, in reselling the said Cream of Wheat to the retail dealer and the ultimate consumer, a uniform price, which is fixed by the defendant for each purchaser. It also sends out letters stating the prices at which the product is to be resold, called "the limited selling price of Cream of Wheat to the retail trade" (a copy of such a letter is attached to the complaint).

The complaint continues: "Plaintiff is entitled to buy the same at the price at which the said product is sold to jobbers and said circular letter was received by plaintiff in connection with the order for the said Cream of Wheat and the price stated therein was the regular price of the defendant to jobbers for the said article." But the defendant insists on the maintenance of the retail price to consumers and makes it a condition of sale and of further transactions with purchasers that said price be not less than 14 cents per box. All this was stated to the plaintiff in a letter from the defendant dated February 9, 1915 (a copy of which is attached).

The defendant now refused to fill any further orders, says the complaint, "solely for the reason that plaintiff, in reselling Cream of Wheat to the ultimate consumer, has for some time past, in some of its stores, sold the said article at a price of 12 cents per box." The reason is that it has established certain "economy stores," now numbering upward of 670, operated on a co-operative plan, with no deliveries, no credit, all sales for cash and each store in charge of one attendant only, which system results in a saving in expense, which the plaintiff shares with the public by reducing the prices of many articles.

In addition to sending out such circular letter, says the complaint, the defendant has maintained as a part of its plan a system of embargo by means of letters to and other communications with jobbers and other purchasers, the said embargo being in the nature of a system of "boycotting and blacklisting," whereby the defendant may and does cut off the supply of any jobber or retailer who shall refuse to comply with its demands in maintaining its said reselling price (copy of such letters attached).

Every jobber to whom the plaintiff has applied, says the complaint, has received such a letter and plaintiff's supply and sources of supply have been and are at the present time, by such means, effectually cut off and destroyed. It is set forth that the product of Cream of Wheat is not a patented article and the defendant has no rights under a patent to restrict its sale of it.

Then comes the contention of the plaintiff, that "the said plan or system of defendant is in restraint of trade, an attempt to monopolize, in violation of Sections 1 and 2 of the act of Congress approved July 2, 1890 (the Sherman law), likewise a violation of Section 2 of the act of October 15, 1914 (the Clayton law), in that thereby the said defendant prevents plaintiff from purchasing said Cream of Wheat, except at retail prices and thus discriminates in price between different purchasers," which effect is "to lessen competition, or tend to create a monopoly in the supplying of said Cream of Wheat to the public."

This refusal, continues the complaint, "was not and is not a selection by defendant of its customers on a bona fide transaction, but was and is being done solely for the purpose of maintaining defendant's said plan or system of sales, in restraint of trade."

The amount of sales of Cream of Wheat is large, runs the complaint, and would have grown larger by reason of the new stores being constantly opened. Plaintiff therefore has suffered and is suffering great damage "by said plan and system of sales and said embargo and boycott and blacklisting and if same is maintained as defendant announces and threatens it will, plaintiff will suffer irreparable damage and loss."

In view of all of which the plaintiff makes three prayers: First, that the plan of sales and embargo be declared illegal and in violation of both the Sherman and Clayton acts; second, that a temporary injunction be issued prohibiting the defendant from enforcing or carrying out its plan of sales or attempting to enforce the embargo by means of said boycotting, blacklisting or otherwise, or from cutting off to any extent the supply of Cream of Wheat; third, that plaintiff may have such other relief as may be required or deemed proper by the court.

New Spinach Ready

GET YOUR ORDERS IN NOW

Selected whole leaf, tender crop, carefully blanched and washed absolutely free of grit. **No better Spinach packed than**

CHAMPION BRAND

Ask Your Jobber for Prices or Address

H. J. McGRATH COMPANY, Sole Packers
BALTIMORE, MD.

Several interesting exhibits are appended to the complaint. One is an acceptance by the Cream of Wheat Co. of an order from the Great Atlantic and Pacific Tea Co. for goods at $3.95 (less 1 per cent. for ten days cash), and containing the following clause: "Please note that this carload is sold you for your exclusive use and is not to be sold or divided with any other jobber." Limited selling price to retailers is $4.50 (less 1 per cent. for cash in 10 days). "We shall exercise the right to decline to sell Cream of Wheat to any wholesale grocer who we become satisfied is not maintaining the limited price in good faith without exception or evasion."

There are also copies of letters and affidavits, showing that the Cream of Wheat Co. refused to sell the A. & P. Co., even though it explained its "Economy Store" plan and stated that it operates 938 stores, of which 554 are on the "Economy" plan. A jobber also made affidavit that he had ordered a carload of goods from the Cream of Wheat Co. and the company ha refused him, stating that the orde was too large for his needs an must have been intended in part fo the Atlantic and Pacific Co.

Milwaukee's New 5 and 10-cent Gro cery Store.

Milwaukee, Wis., leads in the estab lishment of the first 5 and 10-cent gro cery store in the United States. A articles are in sacks, bottles, tins, car tons, cans or boxes. No perishabl goods will be handled. This has bee decided on to avoid waste. There als are no deliveries, this also having bee decided on to reduce expenses. Th controlling organization is known as th Cash Sales Co., incorporated in Decem ber, 1914, and has offices at 421 Caswel Block. The capital is $25,000, practically every cent of which was subscribed i Wisconsin. The officers are W. Russel Wehe, president; Arthur J. Straus, vice-president; Henry J. Keller, secretary-treasurer. Stock is being sold to smal investors. William R. Roloff, who has had 17 years' grocery buying experience, has been engaged as purchasing agent. Wisconsin goods will be used whenever possible. It is the purpose of the Cash Sales Co. to establish a chain of 5 and 10-cent grocery stores. New stores will be opened as rapidly as possible.

The Week's One-Time Ads.

There's another page and a half in this issue from Ferris & Co., creators of those Ferris Hams and Bacon that I told you about in a few well chosen words before. I seem to have made some hit with the Ferris people—tickled to death if I have, for if they're half as good as their hams and their bacon they're good people to know. I want you to read their ad. through, and then remember something I told you last month—that if you want to sell a grade of ham and bacon that your competitor hasn't got one chance out of ten of touching, you want to put in the Ferris hams and bacon, either or both, preferably both. They are sure the goods to get and hold the particular trade. A little higher in price—but.

—

There's a little ad. tucked away somewhere in this issue that I want you to see. It's headed "Mr. Retailer," and it's put in by the Baltimore Chewing Gum Co. of Baltimore, Md. They make the Owl Gum, which is a penny proposition that there's all sorts of money in—pays 40 per cent. Any retailer who will buy a box of this and put it on his counter will start it making money for him that minute. It's astonishing how these little side lines do pile up the money without any help at all. Will you write the Baltimore Chewing Gum Co. to help

JIMMY MANDER.

ıother Plan Pending to Make Coffee Frauds Harder to Work.

vernment Said to Be Considering Making All Coffee Bear on the Bag Statement as to the Country of Origin.

cial Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
May 13, 1915.

The Department of Agriculture considering the making of a rul- g requiring all coffee when packed bags to bear upon the bag the me of the country from whence came. In years past it has been e custom to rebag coffees of one untry in the bags of another in der to obtain a higher price.

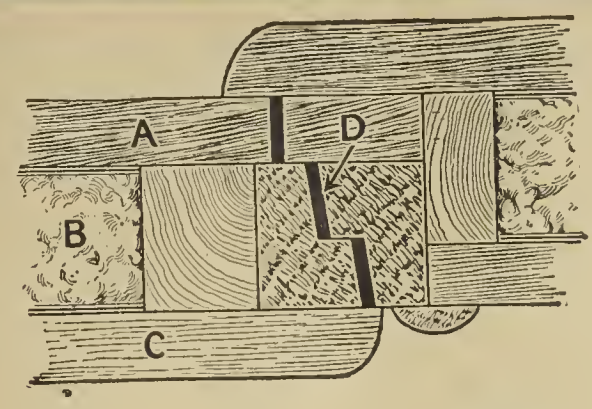
While considering the possibility f a more stringent warehouse reg- lation in connection with rebag- ing, it was suggested that if all offees were marked with the coun- y of origin, it would be an addi- onal protection, for if coffees from ne country should be rebagged in ags from some other country, the hipper would violate not only the ood and Drugs Act, which is en- orced by the Agricultural Depart- nent, but would violate the regula- tions of the Treasury Department as to the country of origin, and it might be found possible to bring proceedings in this connection as well.

The regulations of the Treasury Department as provided for in the Tariff Act of 1913, requires "that all articles of foreign manufacture or production which are ca able of being marked, stamped, bi nded or labeled, without injury, shall be marked, stamped, branded or labeled in legible English words in a conspicuous place, so as to indicate the country of origin." I am advised that the ruling of the Treasury Department is that all bags of coffee must be marked to indicate the country of origin before their release for entry.

Many of the warehouses, especially in New York, will no longer tolerate the packing of coffees of one country in bags indicating coffees of another country, or under marks of a coffee from another country.

If the bags are clearly marked as indicated above, the Government believes it will be an additional safeguard as to the genuineness of the contents.

HOLT.



Keep Your Eye on This Cut

¶ It shows what a refrigerator ought to be—what the **Howe Sanitary Refrigerator** is and why it is economical in ice consumption.

¶ The stagnant moist air in a refrigerator will spoil foodstuffs. Modern refrigeration has shown it is necessary to have a circulation of cold dry air at all times. The **Howe Sanitary Refrigerator** is constructed to maintain a circulation of cold air which carries off moisture and dampness, preserving foodstuffs wholesome and sweet.

¶ In the above cut "A" is solid heavy oak wall, "B" is granite rock wool lining, "C" is selected Washington spruce lining, "D" is the dead air space between the patented interlocking door and the wall. It's the best refrigerator construction in existence.

¶ Price $60 to $150. Send for catalogue.

HOWE SCALE CO., 508 Market St., Philadelphia, Pa.

Full face, not quite life size

Side face, not quite life size

If You Know a Bargain When You See One, Look at This

¶ We aren't ordinarily in the merchandise business here, but a watch chance has happened to come our way, and it's so splendiferously good that I proposed it be passed on to you.

¶ A *good* open-faced gold-filled watch, thin model, clean built, thoroughbred, made by the famous Knickerbocker Watch Company, of New York, one of the big watch people of the United States.

¶ I get more enthusiastic about this watch ever time I look at it. It's one of the classiest-looking timepieces I ever saw. One of our staff here has been carrying one for four years and it's been taken several times for a $100 watch. You can't tell the difference at all.

¶ Now understand, it won't keep time quite as well as a $150 chronometer, but it *will* keep time well enough for all your purposes or mine.

¶ The manufacturer's guarantee is one of the biggest things about it:—

¶ The movement, a seven-jewel, adjusted, lever movement, is *guaranteed for five years,* not for one year like other watches.

¶ The case is made by the well-known Illinois Watch Company, and is extra heavy, dust and moisture proof. It's *guaranteed for ten years.* Dials either plain white or gold.

¶ We can sell you one of these watches for **Six Dollars,** but you must send the money with your order and also send ten cents for postage. We can't trust anybody on this deal—for it isn't a money-making scheme—we're doing it simply to pass along a good thing to you.

¶ If you don't like the watch after you see it, send it back and we'll return your money. You never had a chance like this before in your life. Address

JIMMY MANDER Special Stunt Man of the "Modern Merchant and Grocery World"
927 ARCH STREET : PHILADELPHIA, PA.

WITH THE EDITOR

The Pennsylvania Legislative Session.

The Pennsylvania Legislature is scheduled to adjourn May 20th, which is next Thursday. No new bills have been introduced for several weeks, and it is now possible to look ahead and know to a certain extent what the work of the session is going to be. Not a thing has been done for the retail merchant. Perhaps the cold storage food situation may be improved somewhat, but if that happens it will be because of a general public and trade demand, not because of any desire to aid the retailer. The two bills that the retailer did ask for—the bill repealing the mercantile tax and the bill allowing the attachment of wages, have both been choked to death. The State Association also asked for the passage of bills restricting trading stamps, but these have dropped out of sight and will almost certainly not pass. The State Association did manful work; it had a capable representative on the spot constantly, but it must be admitted that all the retail interests did made no more impression than the dropping of rain on a slab of concrete.

The Cream of Wheat Price Suit.

A most interesting suit is that just brought against the Cream of Wheat Co. by the Great Atlantic and Pacific Tea Co., the largest chain grocery store in the United States, operating nearly 1,000 stores. The Tea Company recently reduced Cream of Wheat to 12 cents in its Economy Stores and was cut off by the manufacturer, who at the same time instructed all his customers not to sell it on penalty of being also cut off. The Tea Co. sues because it considers this a violation of the new Clayton anti-trust act, which forbids price discrimination among customers where the intent is to destroy competition.

The writer takes the liberty of predicting that this suit will fail. To begin with, the Tea Co. does not start with clean hands. It shows in its own sworn complaint that the cut which it made was not a bona fide reduction, due to decreased expenses, but was a wanton slash, done for some other purpose. The Tea Co. defends its position on the ground that it "has established certain economy stores, now numbering upward of 670, operated on a co-operative plan, with no deliveries, no credit, all sales for cash and each store in charge of one attendant only, which system results in a saving in expense, which the plaintiff shares with the public by reducing the price of many articles." This would be invincible, if it applied to a 12-cent price on Cream of Wheat, but it does not, as a simple calculation will show. The complaint shows that the Tea Co. has been getting Cream of Wheat for $3.95 per case of 36. This is practically a cost of 11 cents per carton, leaving a margin of only one cent between that and the 12-cent selling price which the Tea Co. defends on the plea of reduced expenses. Neither the A. & P. Tea Co. nor anybody else, no matter how much expenses have been reduced, can do business on 8⅓ per cent., to say nothing of making a profit, and the last concern to make such a contention would probably be the A. & P. Tea Co.

So that, as we say, the Tea Co. starts wrong. But even if it started right—even if the company had merely reduced its price by an amount obviously accounted for by a reduction in expenses—we believe the Cream of Wheat Co. still had a right to cut it off, with a reason or without one, and as for suing it because it did it, it is absurd. Will any court decree that the Cream of Wheat Co. *must* sell the Tea Co. whether it wants to or not? Will any court decree that the Cream of Wheat Co. *must* sell a jobber, whether that jobber has violated its rule or not? Suffice it to say that no court ever has so decreed, yet that is what it must and will decree if the Tea Co. succeeds in this suit. Take our prediction that it will never be done in the wide, wide world.

We believe the same remarks apply to the suit which Frey & Co., Baltimore jobbers, are about to bring against the Cudahy Packing Co. and the Welch Grape Juice Co. Frey & Son cut the prices of these two concerns' products, or sold to others who had cut, contrary to the manufacturers' request, and were cut off. Now they sue, on the theory necessarily that a manufacturer has no right to cut a customer off because that customer has cut the price. Since a manufacturer can sell or refuse to sell, arbitrarily, autocratically, and at his absolute pleasure, it is hard to see what Frey & Co.'s contention could amount to, even if upheld by the court. Suppose the court said to these manufacturers: "You have no right to cut off Frey & Co. because they cut prices, but we must admit your right to cut them off on other grounds, or on no grounds," what would have been accomplished? The manufacturers would of course continue to cut Frey & Co. off on the grounds that were admittedly legal, and there they would be exactly where they started from.

These suits would never have been started had the plaintiffs been able to understand that the right by a manufacturer to sell and cut off is *absolute* as to his own products.

Curing Premium Lust With Arguments.

The premium pot continues to boil in New York City, the lines being sharply drawn there between the National Dry Goods' Association, which, inspired by Marshall Field & Co., of Chicago, is fighting premiums on one hand, and the premium companies and the some five hundred concerns who use premiums or premium schemes on the other hand.

The whole argument seems singularly useless and purposeless to us. The opponents of premiums say they are merely an expense—they do not belong in commercial transactions—they are an intruder and an interloper—they increase the already high cost of living. On the other hand the advocates of premiums say they help business—they are a form of advertising, a form of service. The situation reminds us of two fond parents arguing, each with a full bottle in hand, over the baby's milk. Ought he to have it or not? Should he have it now in an hour? Meanwhile the bab his eye on the bottle, and remen bering other bottles he has put aw with great enjoyment, cries lusti for it, and if noise and persisten have any force, will in time get i

In other words, it is all very we for opponents of premiums to ta about the ethics of business an how premiums violate them, but th consumer *wants* premiums—ho can you ignore that? Not only doe he want them, but he has bee taught to expect them—taught b some of the very people who no argue so loudly about the har which premiums do to the ethics o business. No form of drug dop is more subtle or harder to cur than the lust for premiums—ever retailer who has ever handled the knows that. That lust cannot b cured by *arguments!*

Why the Garnishee Bill Is Dead.

Readers hereof have been kep informed as to the course throug the Pennsylvani Legislature of th Bungard Necessi ties Bill, which i the garnishee bill presented by th Pennsylvania Retail Merchants Association. This bill, had it be come a law, would have helped re tail merchants very much, for i would have allowed them to attac 10 per cent. of the salaries of debt tors, many of whom make thou sands of dollars a year. But the bil had no hope from the start. I order to pay small political debts and to appear to consider the inter ests of the mercantile population the legislative committee reported it out and it came up to second reading unmolested. Then whoever is controlling the Legislature ruth lessly seized it and thrust it back into the hands of the committee, where it enters upon the sleep that knows no waking. Two reasons for this appear in the following letter, which has been sent to this paper by J. Denny O'Neill, Wilmer Crow and A. M. Howes, legislative committee of the Pennsylvania Retail Merchants' Association:—

> The Bungard Necessities Bill was recommitted to the House Judiciary General Committee Tuesday night. We sent 24 telegrams to Pittsburg,

59 to Philadelphia and 40 elsewhere o association leaders having representatives on this committee Wednesday.

Organized labor is vigorously opposed and dominates the House. It is the stern truth that our merchants and our associations, with two or three exceptions, are not giving vigorous support nor the financial aid necessary to put the Bungard Necessities Bill, the Sensenich Necessities Bill and the Walton Trading Stamp Bill on the calendar. The out look is most discouraging. There appears to be no one to blame but the retail merchants themselves.

Although the indifference of the etailers is an enormous handicap, e do not believe this bill could ave been passed, against the opposition of organized labor, no matter how anxious the retailers were r how vigorously they acted. Organized labor is a heap more interesting to politicians than the opinions of organized retailers, unfortunately.

CORRESPONDENCE.

Wholesale Fruits and Vegetables.

Lancaster, Pa., May 7, 1915.

To the Editor.

Dear Sir:—Please advise where I can buy fruits, vegetables, etc. Am considering handling all kinds of green goods in addition to my grocery business, and would like to know of a good reliable merchant in your city where I can buy cheaper than from our local dealers.

Thanking you in advance for this information, I am,

Yours truly,

CLAIR C. HERR.

Burrell F. Ives & Co., 224 Dock street; Walter Wheatley Co., 202 Dock street; John Detwiler & Co., 120 Dock street, all of Philadelphia.

* * *

Is Goudy's Egg Preserver Merely Water Glass?

Asbury Park, N. J., May 3. 1915.

To the Editor.

Dear Sir:—Our attention has been called to the advertisement of the Goudy Egg Preserver in the Philadelphia newspapers.

Can you tell us whether this is any different than ordinary water glass which can be bought for considerable less than they asked for their package?

Very truly yours,

L. LEHMAN & Co.

We forwarded the above letter to the United Specialty Co., manufacturers of Goudy's Egg Preserver, and requested a reply. In their answer they admit that their egg preserver is the old and well-known chemical water glass, but claim that theirs, being in dry form, is more convenient than the ordinary liquid form. Whether this difference—which seems to be the only one between the much cheaper water glass, which has long been used as an egg preserver, and the Goudy product—is worth the difference in price, is of course a question for the buyer.

The Flies Will Soon Be Here.

The O. & W. Thum Co., makers of Tanglefoot, the non-poisonous fly destroyer, advise the retail trade to stock up, as the time is at hand when you will have urgent calls for it.

Tanglefoot has been the one best seller for many years, due to its inherent qualities for doing effective work. It pays the trade a good profit, and as everybody these days is anxious for the destruction of these pests, you should take advantage of the opportunity and be prepared to push its sale.—Advt.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower, in good condition and cheap, describe fully.

Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

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Davis & Davis, Washington, D. C.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, $1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

Mr. Retailer

Have you ever sold Owl Gum. If not why not, it is the best penny seller on the market. Pays you 40% profit.

Demand It Of Your Jobber

FLAVORED
PEPPERMINT AND WINTERGREEN

Manufactured by
BALTIMORE CHEWING CUM CO.
BALTIMORE, MD.

29

We cannot stop until this thought is buried deep into your consciousness—that "profit" is relative, and that no merchant is fairly comparing two articles when he merely says of one, "I make forty per cent. on it," and of the other "I only make five per cent. on it." The latter may easily make him the most money in the long run—it depends absolutely on the work involved in earning the profit.

This is for the retailer who says nationally advertised brands pays him no profit.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills. "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

F. A. Ferris & Company

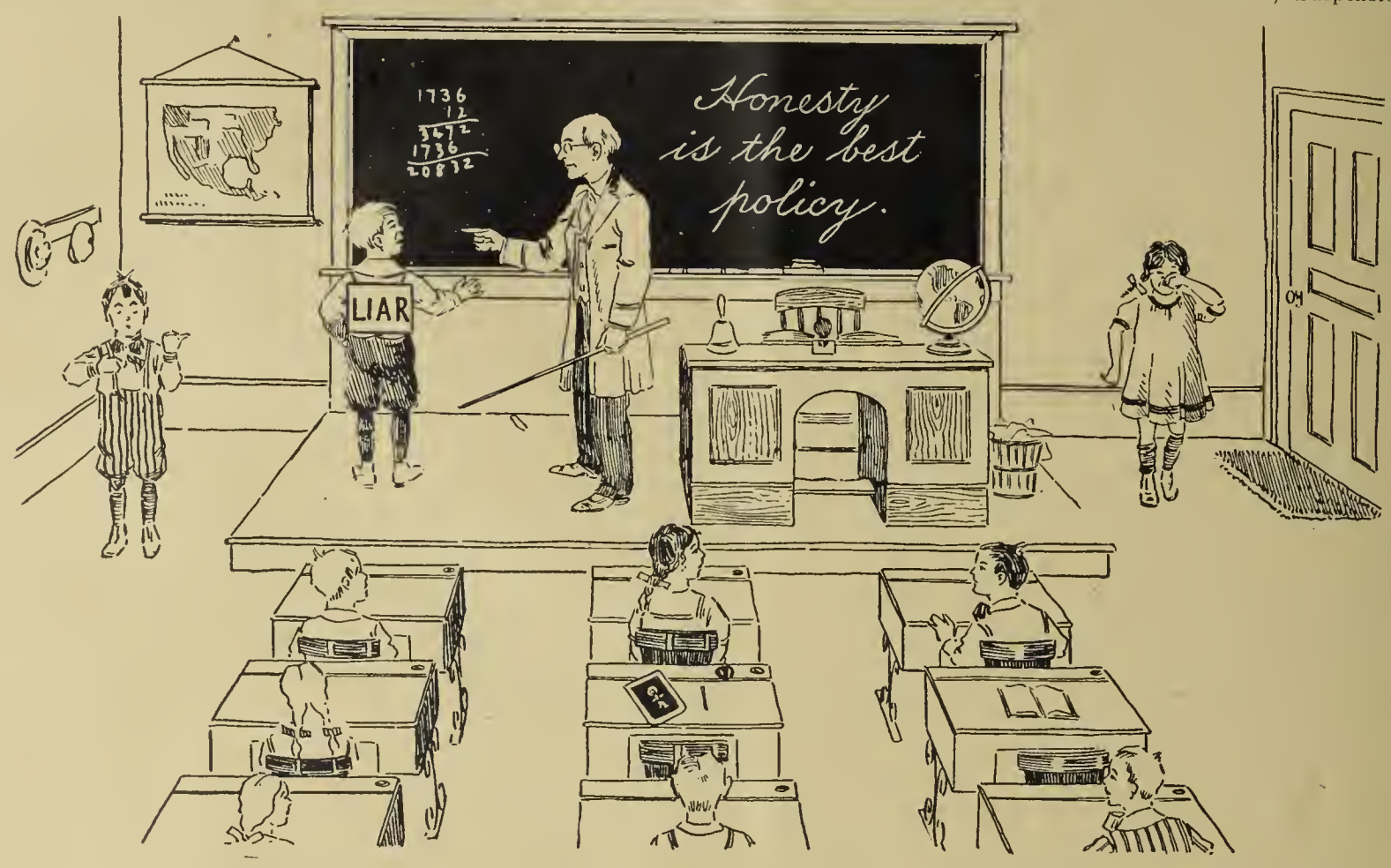
262, 264, 266, 268, 270 and 272 Mott St., New York

OUR NEW DEPARTURE IN ADVERTISING

OUR MAY LETTER—To Progressive, Experienced, Well-Principled Grocers

WHAT'S THE MATTER WITH BUSINESS? Some of you older Merchants, proud as you can be of the New England blood that flows through your veins, well recall The Little Red School House and its crude processes by which, however, true men and women were developed. This Master, with his rod and severe face, still has a warm corner in his heart. Johnny Patton, caught in "telling a story," is learning under discipline that "Falling nuts show the kind of tree they drop from."

The School Master is fastening in his memory for life that "Lies drop from a Liar." Is it not a wise Teacher who labels on the outside, the inside nature of the lad whose character he would uplift? Tim Stratton, in his aisle, at first



thinks it is a huge joke on Johnny, but Sue Crockroft pities him for the hurt of his heart. When the Session was over every lad and lass of them, sobered, went home, saying, "No Liar on **my** back. I must be **true** inside." How do you like the picture story "our artist Kimball" is helping us show you in our May letter. But

WHAT'S THE MATTER WITH BUSINESS? May we suggest two features?

I. One of the charges against the Merchandising in these times is that there is much of fraud in it. You have noticed the large Stores take columns or whole pages in the Daily Papers to spread their goods before the eyes of shoppers. Are all the things **all** say of their wares **TRUE?** Our attention was called not long ago to an ad. issued by one of the most respected old-time successful houses, which ran this way:—

> "Great Value!—Linen Department! Towels worth $12 per dozen for $6.25!"

The Manager of a neighboring Store sent a messenger around and bought a Sample; found in it the weave mark of an old Scotch firm whose goods had been on their own shelves for years. Their established Retail Price was $6 per dozen, and that paid a proper profit on the cost of $4.25. Now the President of the Advertising Corporation **himself would not lie** for his firm, nor would **he** ever write lying ads. The Corporation is so huge that the advertising, of course, is run in a separate Department and the men who are there feel bound to make good. Was it a case of Johnny Patton grown up and in business? And was that huge Store **a LIAR** just the same? And "The President?" What a Merchant permits to be done in his behalf by others is he responsible for? What astonishment and indignation would be his if a magic plate suddenly displayed in dazzling letters between his gentlemanly shoulders across his back —"A MERCHANT LIAR!"

Fancy this discovery. The Telegraph is old and the Telephone as familiar as if our Grandfathers used it; and later the wonderful Wireless! But there is a chance for this step in advance by which the electrical current flashes instanter on the outside the moral status of the man within.

Is UNTRUTH, then, one of the cankers at the heart of business? And in the end does this curse the Honorable Merchant as well as the LIAR?

In our Legislature at Albany last month the Bill of Senator Mills intensifying the law against false and misleading advertisements was passed in the Assembly by a vote of 92 to 28. How gross an evil must this FRAUD quality in advertisements have grown to command a three-quarter vote in favor of such a Bill, as necessary for the protection of the Public! But—

WHAT'S THE MATTER WITH BUSINESS?

II. Every morning our papers present a List titled **"Troubles of a Day in the Business World,"** a series of Failures, Suspensions, Receiverships, Bankruptcies, etc. Now and then a prominent name excites surprise. Fancy a Firm in the front rank of reputation, long established trade, great patronage, popularly considered "as good as a Bank" in such Company? Is it not largely in our day because the Expense Account has grown and grown until it overtops the Profit Account? Did any Merchant ever get rich selling dollars for ninety-five cents? We have had our share in New York during the last three years, in the startling collapse of Houses largely in the public eye, by Wide-Spread Advertising; by all sorts of Enterprising Devices to Enlarge Trade at the expense of other Houses. And yet such come to grief. Note the list:—

(a) "Suspension of **J. L. KESSNER COMPANY.**" This House had no small prominence and apparently a fortune in Chicago, and then came East to complete its success in New York. One of their startling innovations was to advertise one Saturday "5,000 Silver Dollars at 90 cents each, only one coin to go to each purchaser." But the Expense Account overtopped the Profit and they are now reported likely to pay 15 cents on the dollar. The Store cleaned out and closed. "Liabilities $1,387,000; Assets, $375,000."

(b) **"HENRY SIEGEL & COMPANY."** After intensified prominence for years they failed in 1913, owing 15,000 depositors in their Private Banking Department alone more than $2,000,000. At a recent Meeting of these creditors they offered to pay $150,000 on account. The papers reported with such headlines as these—"Hisses for Siegel's offer of $150,000." "Siegel's Offer Jeered!" In the expose following their crash it was stated that the House had lost $1,500,000 per year for three years past.

(c) An old-time honored firm absorbed in this bunch had their wagons going through our Streets in April marked:—

"SIMPSON, CRAWFORD CO. RECEIVER'S SALE ON TO-DAY."

(d) **"RECEIVER NAMED FOR A. D. MATTHEWS SONS, INC."** The outgrowth of a little Dry Goods Store founded in Brooklyn seventy-five years ago. Its founders retired years since with fortunes. The new Concern reported a capital in 1913 of $5,000,000.

(e) **"THE J. B. GREENHUT COMPANY** now in the hands of Re-vers." This ad. of theirs has been displayed in the Subway Cars of late—CEIVERS' SALES IN ALL DEPARTMENTS—GREENHUTS—TWO AMMOTH BUILDINGS.

(f) Perhaps the saddest and most startling of all has been the financial uble of

CLAFLIN & COMPANY. With a Wholesale House and Twenty or more filiated Retail and Department Stores scattered over the country in combi-tion. The fragrance of the honored name of the Father long since departed, ll abides and John Claflin was a worthy son in all his private and commercial e. For two terms, ending 1914, he was President of our Chamber of Com-erce. But with reputation, warm friends by the hundreds, great credit cilities, back of this enormously extended business, all could not avert a ash when the crisis came. Alas and alas! **"How are the mighty fallen!"**

Fortunately the high personal character and recognized ability of John laflin, with the co-operation of a host of creditors of high degree who were nterested, has made it possible to effect a reorganization with promise for the uture. But it has been at a frightful cost. Last week the several firms of awyers engaged in the new shuffle, applied to the United States District Court or an allowance for fees of $350,000, and this for lawyers alone.

Our ablest men are not Gods in Omnipotence. No man likes to recognize is limitations, but each man has them all the same. In a field suited to his owers he may make a notable success; enlarge the field of activity inordinately nd if often means "FAILURE" for him. That was a sharp sarcasm from a vriter criticising Members of the President's Official Staff at Washington. "Three or four of them are not men of CABINET SIZE." The same story n Public Life as in business. So now and then the New Electric Analyzer nust flash:—

"A WOULD-BE COLOSSAL MERCHANT WEIGHED AND FOUND WANTING!"

and the story might end, "Swamped by Overwhelming Ambition and Conceited Self-Confidence."

Wise the Merchant in modest sphere who can learn from the bitter experience of other men, and happy the man, whether in smaller or larger place, who has a shining ideal of TRUTH and MODERATED AMBITION.

Is this good Horse-Sense? These two are not **all** the moral **ills** from which business suffers. But—Enough for Now.

For a quarter of a century we have given ourselves, with Sufficient Capital, long Practical Experience and all Modern Facilitics, to curing American Hams and Boneless Bacon of most Delicious Quality. Will you depend on us for supplies this summer? Will you order at least every fortnight? Will you attract the attention of the best Housekeepers in your "Parish" on the ground of Quality alone? Will you make your selling price at a range that nets you a generous profit? Then we will surely do you and your patrons good.

Trump Card for the Winning Grocer this Summer!

The Ferris Delicious Trade Mark Hams

and

Exquisite Boneless Breakfast Bacon

with

"THAT IRRESISTIBLE FLAVOR!"

Our own prices are printed and invariable. Your Invoices will show as low a figure as any other House can obtain from us. Is not that a white man's way of doing business? Our Mr. Reilly found in New England last week one great Distributing House selling their Bacon to successive Grocers at 17½, 18, 19 and 20 cents. How do you like that system?

Write to us for details and let us join hands for mutual good, worth your while.

Awaiting your favors, we remain, with all good wishes,

Sincerely your friends,

F. A. FERRIS & COMPANY.

And how does our May Letter strike you?

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

What Does My Position as a Retail Grocery Salesman Demand?—It demands everlasting study. There is practically no limit to the knowledge that may be acquired in the modern food store. Compare your position to the man back of a dress goods counter, for instance. What is he supposed to know? Dispensing a nice line of talk in an equally nice modulated voice.

* * *

What are you supposed to know? The quality of everything from Golden Tip Ceylon to a red herring, and there are five kinds of red herrings, at that. "That rice looks funny," said the customer. "It isn't nearly as nice looking as that other one and you ask the same price for it." Could the clerk answer her? Not a bit of it. The one was talc coated and shiny, the other the natural product and dull.

* * *

To be sure, the manager should have given his men proper instructions, but why should this particular clerk slop over in his answer when the information was there for the asking? Simply an indifferent attitude. And to the extent that this particular indifference prevails, to that extent will your inefficiency prevail.

* * *

To-morrow morning when you go back of the counter take a can of your 10-cent tomatoes and a can of your 15-cent ones—they're both the same size—why a difference in price of 50 per cent.? There is no excuse for your not knowing why, but there are a dozen reasons why you should know why.

* * *

If I go into your store to buy a barrel of flour and there is a difference of 75 cents in the two brands you quote me, more than likely I'll be inclined to pay the difference. But you're told to push the cheaper one because there's an extra profit of 25 cents in it for the firm.

Argument, please.

Well, sir, the economical value of flour is represented by the amount of liquid that it is capable of absorbing. I can prove to you that both these flours are equal in quality—that is in texture "spring," strength, etc., therefore both will give you practically the same results in the oven. If you choose to pay 75 cents for popularity, that is up to you, sir. I have given you a truthful statement.

* * *

Rice and flour and tomatoes are merely drops in the bucket. Make everything you handle all day long give up its secret—its whys and wherefores. Apart entirely from such knowledge being an aid in selling, it becomes a mental stimulant, making you a broader thinker—a veritable seeker after truth.

* * *

Let us add importance to our vocation. Converting humdrum, lazy-like, mechanical work into an art and a science so as to be ready some day to sit at a desk that demands "knowing."

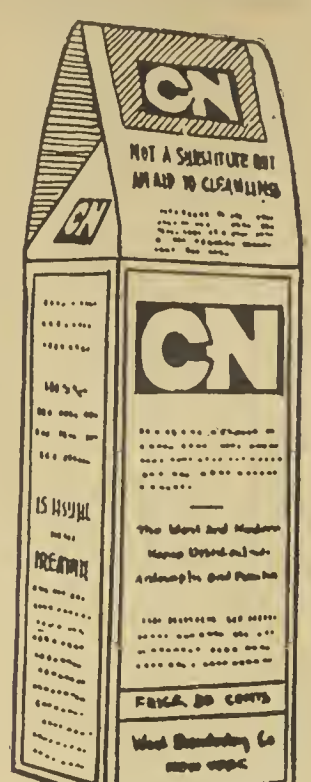
* * *

Things That You Must Avoid.—Putting the end of the string in your mouth when tying a bundle. Chewing gum or tobacco back of a counter. Allowing your attention to be taken by any employee while waiting on a customer. Wearing a hat in the store. Speaking loudly across the store. Allowing a customer to wait impatiently without a word of recognition. Wearing a soiled coat, collar or apron. Giving special attention to the well dressed. Ignoring children. Over doing it with "our own" brands. Neglecting to say "Thank you," whether the order is paid for at the time or not. Criticising orders from headquarters. Speaking disrespectfully of a superior. Finally—don't say you "don't know."

Strawberries are coming from Norfolk (7 to 10 cents) and North Carolina (8 to 15 cents). The quality is very fair.

A Talk on Quality Coffee.

When buying coffee do you question quality or price? You can always buy at a price, but coffee when so bought nearly always lacks quality, and lacking quality does not satisfy your customers. On the contrary, when quality is the first consideration, satisfied customers result, and improved business in all lines follow. Though the William B. Harris Co., of New York City, have specialized on "Kup Kwality" Coffee for many years, they still spring surprises on the trade, as is evidenced by their statement of this week of having under their Harisco standardized brands the fanciest line of Mocha in this country, the finest chop of Bogota in the New York market, the largest bean and best cup in a washed Maracaibo, the best procurable Porto Rican. It is seldom that a house can claim and prove to have such a line of coffees; occasionally a house will have the best of one line, but seldom four or five. Maybe you would like to have some of these coffees.—Advt.



The Yellow Package with the Gable Top

—and then he realized he was leaving a lot of profitable business go to a drug store when he should have been getting all of it—so said a retail grocer the other day in speaking about

TRADE CN MARK

This combined **Cleanser, Disinfectant, Deodorant** and **Antiseptic** is fast becoming a household necessity, and it is only necessary to show it once to make repeat customers. It is well advertised, does everything claimed for it, satisfies everyone who uses it and pays you a good profit.

Let us connect you with our advertising campaign by placing one of our attractive window displays, to show that you sell **CN.**

West Disinfecting Co.

MANUFACTURING CHEMISTS

Home Office: 12 E. 42d Street

NEW YORK, N. Y.

BRANCHES IN PRINCIPAL CITIES

The New York Letter

Premium and Trading Stamp Debate Still Wages. Two Important Conventions Held During the Week. Scope of Fraudulent Advertising Law to be Enlarged. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, May 14, 1915.

The local discussion over the premium business still continues, the debate having gotten into the newspapers, with the National Retail Dry Goods Associations fighting the entire premium idea and the Sperry & Hutchinson Co. and the Hamilton Corporation holding up the argument for the premium companies. Marshall Field & Co., the Chicago dry goods people, who repudiated all goods packed with coupons some time ago, take a hand every once in a while and say that the number of concerns that have joined them in their attitude is constantly increasing. The "Journal of Commerce" on Wednesday published a symposium of letters for and against the premium idea, which showed a totally irreconcilable difference of opinion.

Sperry & Hutchinson contributed a long letter, in which they contended that premium giving was simply service given by a retail merchant to his customers, being founded upon the same principle as the waiting room and a ladies' rest room, or free delivery wagons, or anything else done in connection with a retail business for the convenience and satisfaction of customers. They also claim that many stores had been able to avoid bankruptcy by the use of trading stamps.

The Sperry & Hutchinson Co. has been doing some very unique advertising to consumers on the premium question. In some of the New York dailies last Sunday it had a long article patterned after the Dooley articles, discussing the trading stamp scheme and criticising persons who did not believe in it. The same company also published as an advertisement what it called "a model bill for all legislators in the United States." This was written in a sarcastic vein and provided that no merchant should advertise anything which he sold, maintain any conveniences, such as reading rooms or writing rooms, or deliver goods free of charge, or employ more than one clerk for any one department, or do anything else along these lines, the argument being that they all added to the merchant's overhead charge, and thereby increased the cost of merchandise. This was a fling at the well-known argument against premiums that they simply increase the cost of merchandise to consumers.

The "model bill" provided that any merchant violating any of its provisions should be imprisoned for his natural life and ten years thereafter. All sections of the Constitution of the United States which were in conflict with the "model bill" were declared null and void.

At the meeting of the Executive Committee of the National Coffee Roasters' Association, held in this city during the week, final arrangements for launching Coffee Week plans were adopted. A special style of coffee mill for home use, to be manufactured under the auspices of the association, was also adopted. These mills are to be distributed through the retail trade by the members of the Association.

* * *

The New York State Society of Sealers of Weights and Measures will hold its eighth annual convention in this city on May 19th, 20th, 21st and 22d. Merchants and manufacturers are especially invited. The Hotel McAlpin will be headquarters.

All of the pending weights and measures bills will be discussed and various phases of the general campaign to give honest weight and measure will be debated.

Several national officials will deliver papers and also officers of various women's organizations.

* * *

The Merchants' Association of New York has indorsed the bill now pending in the New York Legislature preventing the use of family names for business purposes. The association says that numerous gross frauds have been committed in this city by persons doing business under the assumed names of firms no longer in business, but who in former years became synonymous for honorable dealings. The public believe that descendants of the original founders are still running the business, and are deceived.

The association has also approved another bill amplifying the law against fraudulent advertising. This bill specifies several forms of misleading printed or written statements, which will be considered illegal.

It aims to make the law more easily understood and thus more effective. The proposed bill also extends the provisions of the present one by not only prohibiting false advertising in newspapers, hand bills, circulars, etc., but also in place cards, signs, posters, etc.

* * *

The American Association of Refrigeration has been holding its fifth annual convention in this city during the past week. The principal topic of discussion was the various attacks which had been made upon the industry during the past year or two and the effort which the association has been and still is making to obtain the passage of uniform cold storage laws in the various States. This uniform act has been introduced and is now pending in Pennsylvania, Missouri, Michigan, Maine, Wisconsin, Illinois, Ohio, Tennessee and Oregon. As yet it has not been passed anywhere, b the committee which reported on t subject believes its chances are bright.

The committee said that perhaps o reason the law had not been passed ve readily was a provision in Section that "no article of food intended f human consumption shall be placed, r ceived or kept in any cold storage war house for human consumption, or an such condition that it will not kee wholesome for human consumption. It was believed that this would plac upon warehouse keepers an obligatio which they could not possibly fulfil namely, that of knowing the conten of sealed packages given them for stor age.

The association favors the introduc tion of the word "knowingly" in th above section, as it is used in the pres ent New York and Massachusetts act

* * *

The Italian Consul-General of thi city on Thursday gave official notic to the Italian Chamber of Commerc that the Italian Government has a last done what it has long been expecte to do, placed an embargo upon the ex ports of olive oil to all countries. I this embargo continues, of course, th supply of Italian olive oil in this coun try will eventually become nil.

Summarized Market Conditions.

Tea dull, but steady, with hand-to-mouth demand reported everywhere Low grades still very firm.—Coffee dul and inclined to be soft. Sales have been made during the week both of Rio and Santos at a shade reduction. Milds dull. Java and Mocha unchanged. —Raw sugar firm and market unsteady in tone. Refined sugar unchanged. Consumptive demand in this market fair.—Dried fruits neglected, with market on almost everything in buyer's favor.—Spot salmon easy, especially pink Alaska, on account of poor demand and rather large stocks. Alaska reds also weak. Domestic sardines weak and shaded.—Canned vegetables unchanged, fairly steady.—Wheat still very nervous and unsettled, with fair export demand. Some crop damage report is affecting the market.—Flour in very light demand, for actual wants only, but firm, at a shade below the highest point.—Provisions dull.

Trading Stamp Companies in Legal War.

Lawyers representing the Sperry & Hutchinson Co., of New York, and the Home Merchants' Trading Stamp Association, of Louisville, obtained a temporary restraining order in Chicago the past week against enforcement of the act of the last Indiana Legislature known as the Green trading stamp law, and which provides for a $1,000 license fee for all persons engaged in the handling of trading stamps or coupons in Indiana. The order is directed against all district attorneys in Indiana. The stamp companies will endeavor to convince the court that the act is unconstitutional because it destroys a legitimate business.

On June 1st

to comply with the popular demand, cans of Lard comprising 3, 5, 10, 25 and 50-lb. sizes will be filled FULL NET WEIGHT, instead of fractional weights as heretofore.

A proportionate increase of price will be charged to cover the additional Lard furnished by this method.

Following our annual custom we will again give our employees a half holiday during the Summer, and will close our establishment at

Noon on Wednesdays, During the Months of June, July and August

Customers can materially assist us in this matter by sending their orders early, for goods to be delivered on those days.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA, PA.

To the merchant

—Who Is Discouraged.

—Who Finds His Sales Falling Off.

—Who Has to Meet the Big Mail Order Competition.

THE "Sperry" SYSTEM of National Service

Offers a means to better things

To—

Renewed Confidence

Increased Sales

Drawing power which will enable him to laugh at the big catalog house competition

The "Sperry" system of profit sharing, through the use of the Famous S.H. Green Trading Stamp and the Hamilton Coupon has lifted thousands of retail merchants out of the Slough of Despond.

It Can Do the Same for You

The Sperry & Hutchinson Co.

2 W. 45th Street NEW YORK CITY

George B. Caldwell, President

The Grocery Markets

Tea.

The tea market shows no change for the week. The market for new Japan teas is not yet fully opened and is about 15 days late. Undoubtedly it will be considerably higher than last year. The demand for spot teas is about as it has been for several weeks, buyers being in the market merely for actual wants. Prices throughout are unchanged.

Coffee.

The coffee market is about unchanged for the week, although the advices from Brazil are not especially strong. Spot Rio and Santos are in fair demand if the quality is good. Poorer qualities are quite dull and heavy. Perhaps purchases could be made a shade under a week ago. Mild grades are about unchanged and in small request. Java and Mocha unchanged and quiet.

Sugar.

There have been fractional fluctuations in raw sugar during the week, but the market closes a trifle firmer than it opened, owing to a rumor that some sugar would be bought for foreign trade. The consumptive demand is quite poor, and the situation in refined sugar is entirely as it was a week ago, granulated still ruling nominally at 6 cents, but selling at 5.90.

Syrup and Molasses.

Glucose is unchanged for the week, and practically all its edible products are dull, as befits the season. Compound syrup is quiet at unchanged prices. Sugar syrup and molasses are both dull and unchanged.

Fish.

The market for mackerel is looking up somewhat. No. 2 Norways are particularly scarce and quotations are about $1 per barrel higher than they were a short time ago. The demand is not large. There are plenty of mackerel in the country of all sizes, but a good deal of the spot stock is poor quality, and buyers will not take it. Cod, hake and haddock are quite dull and unchanged. Salmon is in the same condition as last week, prices in the East being relatively low as compared with the coast. This comes from a desire on holders' part to clean up before the new season opens. Imported sardines are about unchanged, advices from Norway being firm. Domestic sardines are weak and new quarter oils are quiet at $2.50 in a large way, f. o. b. The pack has been large to date.

Canned Goods.

Tomatoes are unchanged on last week's basis, the quotation for Maryland No. 3s being 67½ cents in a large way, f. o. b. Futures are being offered at 70 cents in a large way, f. o. b., therefore it is hardly likely that the spot market will go much higher than at present. Corn is wanted to some extent without change. Peas are dull and unchanged. Apples are cheap and dull. California canned goods are moving to some extent on spot at prices below the cost of production. This applies particularly to peaches. The expectation is for a very large crop of California fruit this year. Small Eastern staple canned goods are all unchanged and in light demand.

Dried Fruits.

Prunes on spot are neglected, prices being the same as last week. Future prunes are also not being taken by the trade at present. Peaches, apricots, raisins, currants and all other dried fruits are quite dull and unchanged in price, markets on most of these lines being in buyer's favor.

Beans and Peas.

Pea beans are unchanged and in fair demand. Marrows can be bought to come forward about 15 cents below the spot price in large quantities, which is $4.50. The demand is fair. California limas are soft and sales have been freely made at 5.45 cents per pound. Green and Scotch peas dull and unchanged.

Butter.

The receipts of butter are increasing, and so is the demand. The quality of butter is fair and will continue to improve as the season advances. The market is steady at a decline of 2 cents for the week. Perhaps conditions will remain as they are for another week, when the receipts will start to increase and prices will probably decline somewhat.

Eggs.

The receipts of eggs continue liberal. The consumptive demand is about as usual for the season and the bulk of the receipts are going into cold storage. Present arrivals show very good quality and the market is very healthy and gives no sign of any material change.

Cheese.

The cheese market is firm and unchanged, with a light local consumptive demand. Considerable cheese is being sold to exporters, which is the principal reason why the market is ruling higher than usual at this season. As long as the export demand continues, the market will be firm.

Provisions.

All cuts of smoked meats show an improvement in the consumptive demand and an advance of about ¼ cent per pound. Both pure and compound lard are in light demand, with prices steady and unchanged. Dried beef, canned meats and barreled pork are showing a better consumptive demand at about unchanged prices.

INDIVIDUAL MARKET REPORTS.

Rice.

While trade conditions generally are slightly better, the situation still lacks sufficient confidence to impel buyers beyond actual requirements in their purchases and the idea still maintains that it is wise to go slow. Stocks in the hands of the trade are gradually being depleted and this gives hopes that in the near future the demand will start up of necessity to replenish any short supply of stock. The remarkable feature about the whole situation is that in spite of the slow business, prices are holding firm.

Advices from the South along the Atlantic coast report little or no change over the past week, the trade buying actual requirements only. There is no improvement to report on the movement of Carolina.

At New Orleans reports show continued slow demand, although there is no disposition on the part of the holders to shade prices. Several sizable sales of Honduras and Blue Rose for export are said to have been consummated.

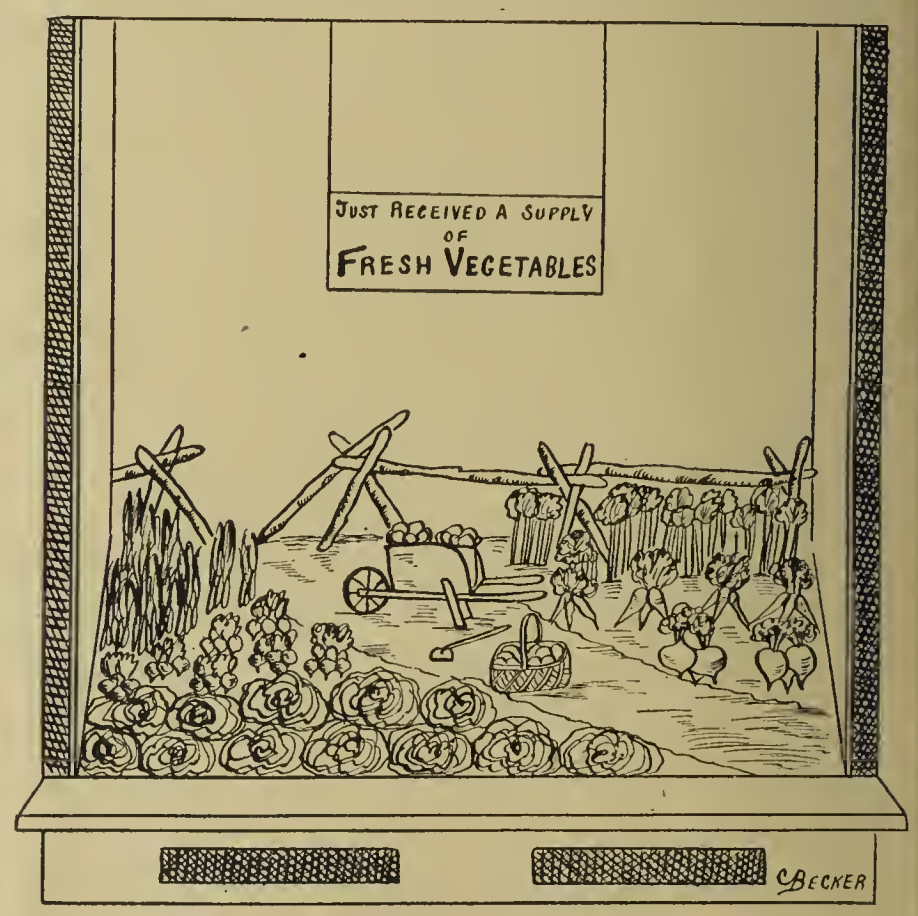
In the Interior, Southwest Louisiana, Texas and Arkansas, mills report lack of activity. Planting conditions are more favorable, on account of recent much needed rains. No estimates as to probable acreage are available yet. D. Talmage's Sons C
New York and New Orleans.

Standard Canned Goods.

Further activity in tomatoes prompt shipment was the feature in t market, and the present indications in the direction of a firmer mar ahead. The new spring crop of spin is now arriving, and the canners be busy on it for two or three we if the crop lasts that long, of wh there is some doubt. Strawberries be due in ten days in sufficient quan for canning purposes. The crop early June peas is making good pr ress, and the canners are encouraged expect a fair pack at a satisfactory c New pineapples are expected in qu tities during June direct from the hamas. The early crop of string be is reported to be coming along fin and will be due late in May or ea in June. The jobbers are commenc to show more interest in each of th articles.

Spot tomatoes were active and firm this week, and the market has bro ened out more than in the last mon especially for the No. 2 size. It loo like the quotations for the spot goo will gradually work up to the level the prices of futures. The heaviest mand for spot tomatoes is expected d

Weekly Window Display Suggestions



Fresh Vegetable Display.

This display will create a sensation at this time if arranged neatly. If possible use fresh moss on the bottom of the window on which to lay the vegetables. Have a path of sand slanting in the middle and toward the back make a fence of saplings. In the path place a wheelbarrow (if the window is very small use a toy one), with two burlap bags in it filled with new potatoes. Have the tops of the bags rolled back so that the potatoes can be seen from the front of the window. Also arrange a chip basket of tomatoes and a hoe on the path. Next, on one side of the path, place rhubarb along the rear and use the rest of the space for bunches of beets and carrots. Then on the other side place green onions, bunches of radishes and heads of lettuce. To keep these in place use invisible wire. Suspend a good looking sign card from the top in the rear.

g May and June, and this market con-nues to be the cheapest source of sup-ly. More interest is being shown in ıture tomatoes, but the market is still ır from being active. Their turn will ɔme later on.

Spot corn is fairly active and there is ɔme buying of future corn, too. Both pot and future sweet potatoes were gain in demand this week. String eans and wax beans are selling freely ı small quantities. While not yet ac-ive, the new pack of spinach is attract-ng attention. The pack of last year vas nearly sold out, consequently a ırge demand is expected for the new goods. There is a wide difference in he prices of spinach because of the lifference in the quality and especially f the absence of grit. In the other ines of vegetables there were no inter-:sting developments and only a light de-nand.

Pears is the only article in canned ruits that sold in straight carlots this veek, and the buying was of both the vater and syruped fruit. There will be ıo pears packed before next fall, which gives plenty of time in which to sell them. Seconds peaches, pie peaches and pineapples are in light demand, and so are berries and cherries. Apples are in fair demand. There is light buying of future berries or other fruits, as yet, but the jobbers are beginning to take an interest in them.

There is the same steady buying of cove oysters in small lots and the prices are firm.

THOS. J. MEEHAN & Co.

Baltimore, Md.

—

Evaporated Apples, Etc.

A somewhat beter demand for evap-orated apples from the domestic buyers has come in the past week. It has not been great enough, however, to change prices. The market is quotable at from 7½ to 8½ cents, f. o. b., in 50-pound boxes, according to the quality. There is no demand from abroad, nor any speculative demand.

The future market is a little firmer. Seven and a quarter cents is freely bid for prime in 50-pound boxes, October-November shipment, with 7½ cents asked. The blossoms are coming out this week and indications point to a large crop of early varieties and Greenings, with a light crop of Bald-wins.

New crop raspberries are offered in a limited way at 22½ to 23 cents per pound, f. o. b. in barrels. It is too early to give any estimate of the out-put; in fact, less attention is given to drying berries every year. The grow-ers aim to sell as much fresh fruit as possible, and only dry their surplus. On this account it is almost impossible to give any estimate as to the quantity that will be available.

C. C. HALL.

Rochester, N. Y.

—

Spices.

The market has been fairly quiet dur-ing the week, except, of course, the un-settlement due to the "Lusitania" mat-ter, which has had a tendency to in-crease war risk insurance and higher ocean freights. The freight question, barring the higher cost of carrying, and the fact that there is a great actual scar-city of ships and the inevitable delays, must be considered. Therefore, stocks are likely to be scarce in this country for some time.

The market closed in an unsettled condition—sellers being rather unwilling to dispose of their holdings at ruling quotations.

Pepper.—The recent heavy arrivals have practically gone to consumption. Futures are now higher than spot goods. Trade demand continues very satisfac-tory.

Cloves.—In very active demand. It is reported the short crop will total about 88,000 bales. Values are practi-cally unchanged during the week.

Mace.—In better demand, with higher prices quoted in foreign markets.

Nutmegs.—In fair demand, at gener-ally unchanged prices. Present values we consider safe.

Cassias.—Saigon and China grades are firmer, due to very high prices quoted from the Orient. Batavias rather quiet and steady.

Seeds, Herbs, Etc.—Prices generally unchanged, though advances may be ex-pected, due to the uncertainty of ob-taining any large lots from abroad. Celery, mustard and goods for pickling needs are now in big demand.

McCORMICK & Co.

Baltimore, Md.

—

Imported Fish Specialties.

The cod fisheries in Norway show up to date a result of about 49,000,000. against 59,000,000 at the same time last year of individual fish caught; up to date a shortage of about 10,000,000 of fish. Cod fishing in Norway, except in the Finmarken district, is ended for the season. Prices are extremely high, ow-ing to speculators who take advantage of the enormous demand for salt cod from the countries now at war.

The herring trade is practically over for the season. There is very little de-mand for Holland herrings, of which stocks are very unimportant. There is the usual demand for Scotch herrings, which would be very much better if suitable Scotch herrings were to be had, but they are not, and the demand for Norway herrings is normal. Prices in Norway are very high.

The trade in imported sardines is quite good, although buyers are not rushing into the market, taking large

Dayton Moneyweight Scales

S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

Forty Years Ahead of Time

Long before the demand for the dust and germ-proof package began

Fleischmann's Yeast

was supplied to the grocer in pure tin-foil wrappers.

This same spirit of fore-handedness has kept FLEISCHMANN'S YEAST to the forefront since its introduction.

We Call on Your Customers

through the magazines and tell them how good and useful is

MAPLEINE

The last word in flavors

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Some Valuable Information About Harisco Standardized Coffees

They come both green and roasted.

They represent lines that have been thoroughly cup tested and that we guarantee in every particular.

They represent lines that run absolutely uniform and they are coffees that build business.

Harisco Standardized Green Coffees are in demand as far west as the Pacific Coast. There are no finer coffees procur-able than the coffee we list under our Standardized brands.

It may interest you to learn that we have without a single exception, the fanciest line of Mocha coffee to be found in this country.

We have the finest chop of Bogota coffee obtainable on the New York market.

There is nothing larger bean or finer cup in a Washed Maracaibo to be secured than the fancy coffee of this de-scription we carry.

The Porto Rican coffees we import are the best procurable on the island. Very nearly all our coffees are lines that com-mand a premium and for which we have paid a premium.

The William B. Harris Co.
CUP QUALITY EXPERTS

Teas :: Coffees :: Spices
65 Front St. - NEW YORK

The Standardized Brands are Royal Stag, Royal Signet, Royal Gauntlet, Royal Crest, Royal Stag Java and Mocha, Royal Standard, Royal Mail, Royal Seal, Royal Sirrah, Royal Cup, Old Hermitage, Red Seal, Jamestown, Harisco Special.

The Steady Growth

of **Fels-Naptha** is due not only to the well satisfied con-sumers of the soap, but to the profit steadily given the grocer.

Hint enough for any mer-chant as to which soap to keep well to the front.

Fels & Co.
PHILADELPHIA

quantities. They are buying steadily in satisfactory hand-to-mouth quantities. Prices in Portugal are higher, and Portuguese sardines are rather scarce, while in Norway prices are unchanged. Most of the sardines packed in Norway are taken by the countries now at war, while America is taking very little, considering asking prices there too high.

STROHMEYER & ARPE CO.
New York.

MARKET NOTES.

Cucumbers are coming regularly from Florida and rule from $2.50 to $2.75. The demand is good.

Good tomatoes from Florida, if ripe and in good condition, command $4. Considerable of the arrivals are green.

New Florida potatoes are selling at moderate prices—$4.25 to $5.25 per barrel.

California cherries are high—$2 to $3.40 per box. The demand is slow.

Asparagus is coming from nearby points and ranges from 7 to 20 cents per bunch.

Rhubarb is now coming from nearby points.

Philadelphia Associations Launch Unique Selling Service.

Philadelphia and Frankford Organizations Will Together Put Specialty Salesmen on the Street to Get Specialty Orders. Cost is $30 Weekly. Advertising to Consumers Will Be Continued.

The Philadelphia Retail Grocers' Association and the Frankford Retail Grocers' Association, aided by their subsidiary selling corporations, the Girard Grocery Co. and the Frankford Grocery Co., have inaugurated a selling service which goes rather further than any association plan before attempted.

The two organizations together will send out among the Philadelphia trade a corps of specialty salesmen the number of which will not fall below four. These salesmen will call on the members of the two associations and not only take orders, but suggest plans for pushing various products, making window displays, etc. The orders will of course be turned in wherever possible to the two associations.

The cost of this service will be $30 per week, and no contract is accepted for a shorter period than three months.

The two associations will also continue their co-operative plan of advertising various products to consumers in the daily newspapers. The cost of the advertising, average space, is $28.50 per week.

Southern Potato Season Poor.

The growing potato season for the whole territory of Virginia, South Carolina, North Carolina and Florida was unfavorable, although the potato crop seems to have suffered less than other crops, the growth being retarded by the exceptionally cold season to about the same extent from Florida to the eastern shore of Virginia. The crop seems to have suffered most on the South Gulf Coast of Florida, where the acreage was reduced by the seed rotting in the ground because of excessive rainfall and an unusually large number of cold and cloudy days. The crop in Florida suffered damage by the frost of March 22d, to the extent of from 20 to 25 per cent. The potato belt of Charleston was damaged materially by the frost of April 2d.

Where to Get Premium Goods

The "Modern Merchant and Grocery World" receives so many inquir as to where subscribers can obtain premium goods of various sorts, that the convenience of its readers it has compiled a little directory of responsi houses from which any of the goods listed can be obtained direct.

Advertising Novelties.

Advertising Novelty Co., Newton, Iowa. (4)
Wm. P. Perkins, 116 Nassau St., New York City.
A. C. Bosselman & Co., 1 E. Thirteenth St., New York City.
R. M. Doernberger, 1157 Park Row, New York City. (13)

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (10)

Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (10)
American Aluminum Mfg. Co., Lemont, Ill.
Buckeye Aluminum Co., Wooster, Ohio. (26)
Lafayette Stamping and Enameling Co., Lafayette, Ohio. (13)
Republic Stamping and Enameling Co., Canton, Ohio.
The Vinton Co., Central Building, Portland, Ore.

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

Dishes.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

French Ivory Premium Articles.

Yale Novelty Co., Leominster, Mass.

Games.

J. W. Hance Foundry Co., Waterville, Ohio.
Wm. Fuld, 1226 W. Central Ave., Baltimore, Md.

Glassware Novelties.

Jeannette Glass Co., Jeannette, Pa.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.

Kitchen Spec. Mfg. Co., Reading, (2
Wachusett Specialty Co., Worcest Mass.

Jewelry.

Clark & Coombes Co., 162 Clifford S Providence, R. I. (20)
Geo. W. Dover Co., 79 Ship S Providence, R. I.
Gustav Fox Co., 14 E. Fourth S Cincinnati, Ohio.
Fray Jewelry Co., 9 Federal S Providence, R. I. (10)

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Mason St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jers City, N. J.
Souvenir Lead Pencil Co., Ced Rapids, Iowa.
J. Ullrich & Co., 27 Thames St., N York City.

Post Cards, Etc.

E. C. Kropp Co., Milwaukee, W (Special post cards made to order.)
Mail Dealers' Wholesale House, Ch cago, Ill. (10)

Premiums.

Gustav Fox Co., 14 E. Fourth S Cincinnati, Ohio.
F. E. Wilson Mfg. Co., Lancast Ohio.

Rugs.

Edw. H. Condon, Stonington, Me.

Shears.

Atlas Shear Co., Bridgeport, Conn.

Toilet Sets (Brush, Comb and Mirro Manicure; Shaving).

Ellis & Golterman, Inc., 122 V Twenty-seventh St., New York City.

Umbrellas.

Frankford Bros., 906 Filbert S Philadelphia.

Wire and Metal Goods Novelties.

E. A. Bulman Mfg. Co., Gra Rapids, Mich.
Rockwell-Clough Co., Alton, N. H.

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

Always in Tune

We try to keep keyed-up to the demands of the trade, both as to prices and the quality of merchandise that is seasonable and in demand by an up-to-date merchant. We will have no discord. Satisfaction guaranteed or money refunded.

SYRUPS—Still "harping" on our Syrups, why? Because we pride ourselves on the high grade and uniform quality of our popular brands. Once a customer always a customer, "Send me another barrel just like last one." **Challenge Table, Royal Table, Very Best, Gilt Edge, Ex. Amber, King B, Crescent, Starlight, White Clover,** etc. Satisfaction guaranteed. Also have New Orleans Molasses—Fancy, Ex. Choice, Choice and Standard, all early crop, stocked while the best selection were to be had. Buy now and buy of us.

TUNA FISH—Becoming more popular every day—all white meat, no skin, no bones, so delicate and dainty it is sometimes called "Sea Turkey." It comes packed in flat tins, as follows: 1 lb., 4 doz. to case, per doz., $1.75; ½ lb., 4 doz. to case, per doz., $1.20; ¼ lb., 8 doz. to case, per doz., 80c., Premium Brand.

CRUISER CORN—A strictly high grade fancy New York State Crushed Corn, natural color, no bleacher used in its preparation, natural flavor and equal in quality to some of higher priced Maine State Corn on the market. Price per doz., 90c.

WRAPPING PAPER—A special lot of Silk Fibre Paper, on rolls, 12, 15, 18, 20 and 24 inches wide, which we offer in lots of five rolls, one size or assorted, at 3¼c. per lb., and with every order of five rolls we will give free a paper cutter; state size wanted.

KIRK, FOSTER & CO. WHOLESALE GROCERS **209** NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

Snyder, the sort of gentleman addressing the women

Teaching Women To Buy In Your Store

Three Typical Meetings

The type of women assisting at the demonstrations

Not only are the Ladies' World, McClure's Magazine and 103 newspapers making these Westfield products sell in your store, but club women right in your own location are learning individually all there is to know about the Westfield Movement and what it means in buying groceries.

The title of this advertisement means much more than you can imagine for the work that is being done with these women is causing the Westfield Grocer to become the leading dealer in the estimation of these women and in the estimation of those in their circle of acquaintances. Backed by the local newspapers, the McClure Publications and these manufacturers, Westfield exhibits, lectures, debates, investigations and motion pictures are being attended continually.

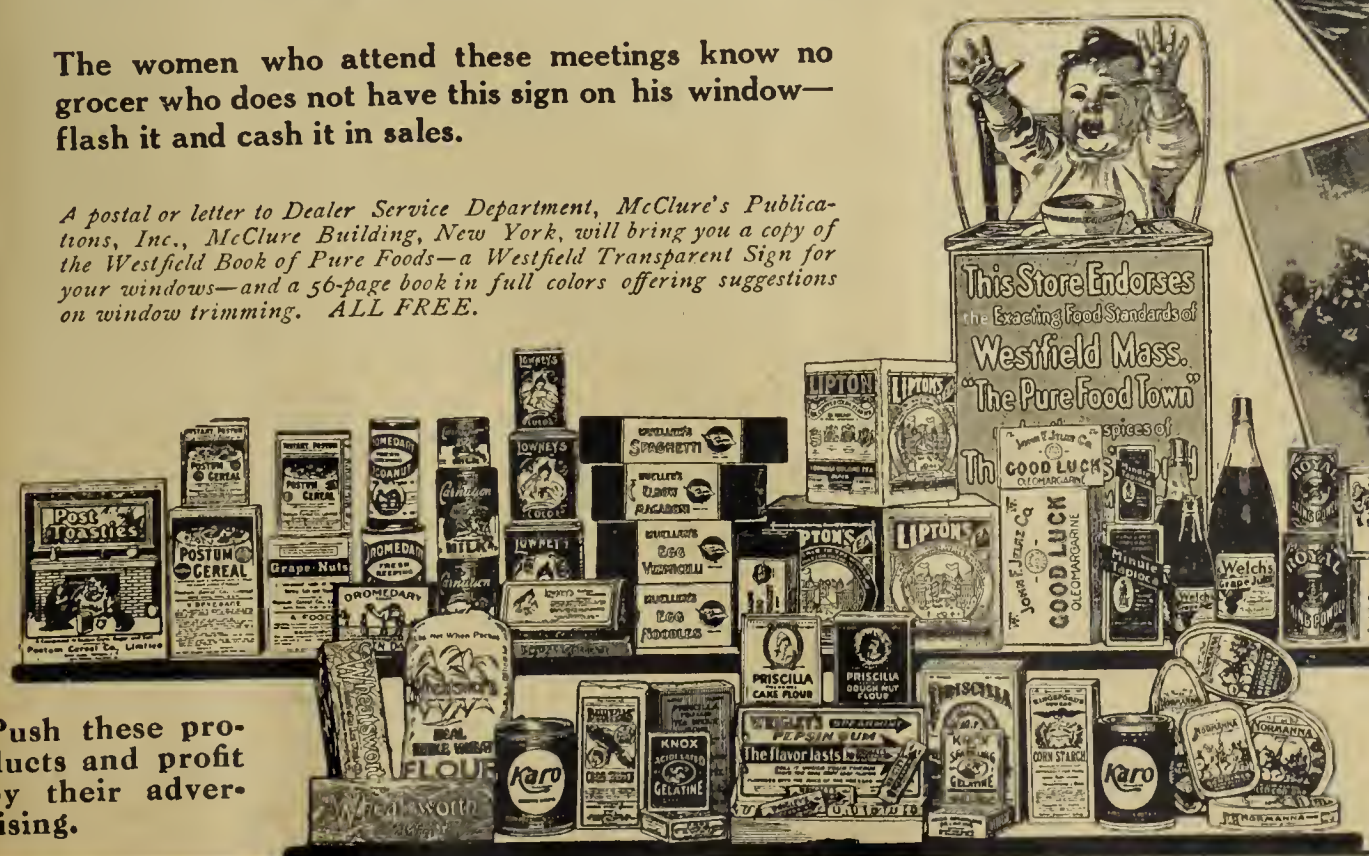
Audiences of women gather to be convinced for all time that the goods shown below are the right ones to buy and that the grocer who sells them and exhibits the "high sign" is the one to patronize.

Displaying the goods you sell

No goods are sold at these missionary meetings but samples, literature and the Big Idea are given to these leading women of your Community. A list of these very meetings will be sent you on request if you want to get even closer to them.

The women who attend these meetings know no grocer who does not have this sign on his window—flash it and cash it in sales.

A postal or letter to Dealer Service Department, McClure's Publications, Inc., McClure Building, New York, will bring you a copy of the Westfield Book of Pure Foods—a Westfield Transparent Sign for your windows—and a 56-page book in full colors offering suggestions on window trimming. ALL FREE.



Push these products and profit by their advertising.

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

Some More About Advertising.

I've said to you fellows, ain't I, that I thought I ought to have been in the advertising business? I think so more every day. If I know anything about it, I'm a born advertising man. I'm thrown away on the road. I'll bet if I'd have gone into the advertising business I'd be making $25,000 a year, instead of only $15,000 on the road.

I seem to have so blamed many clever ideas about advertising. Why all you've got to do is to put your thumb on one little place over my right rib and push for a minute, and honest to goodness, you can get an advertising idea all wrapped up in blue ribbon.

Why only the other day I handed a customer of mine a whole new advertising scheme. Nobody ever used it before since advertising was born. I doped it out of my own head in two minutes.

And I didn't charge him a cent, like the blamed fool that I am.

He was going on about business.

"There's no snap to it," he said, "I'm not so far behind last year, but I ought to be ahead. I wish I knew some way to boom it up."

"What's the matter with doing some advertising?" I said.

"Oh, advertising's no good; I can't make advertising pay. I've tried it three or four times and I always drop all the money I put into it. I can't advertise anything the other stores here haven't got just as good as I have. I'm no writer."

"All the same, I'll bet you can get some good out of advertising," I said.

"All right, you show me," he said. My customers have a way of getting sarcastic with me that makes my English blood bile. I wonder sometimes I ain't a murderer.

"If I write some ads. for you will you put 'em in your paper?" I said.

"If I think they're good enough, I will," he said.

"There ain't any doubt they'll be good enough," I said. "The doubt is whether you'll have sense enough to see it." (Not so bad, eh what?)

So I sat me down and started to write an ad. about prunes. You wouldn't believe how soon I had it done. I thought I'd better explain it to him first.

"Now the idea is," I said, "to wake 'em up. Put something in your ads. that people don't see in other ads. That's the dope. Now here I've wrote an ad. about prunes. It ain't any cinch to write an ad. about prunes—everybody sells prunes and they're all about like. Prunes is prunes, so to say. But I'll bet if you'll put my prune ad. in people'll read it and you'll sell some through it. Want to hear it?"

"Sure; I'm prepared for anything."

I cleared me throat and read her out:—

We Now Have Prunes That Are Guaranteed to Contain No Dingus

For the first time in the history of our beautiful little city we are selling prunes and guaranteeing them to contain no dingus. No other grocer in this city has ever done such a thing before. We guarantee to pay any person $100 for the least particle of dingus he can find in these new prunes. These prunes can be eaten freely with the most absolute satisfaction.

The most wonderful thing about it is that we are making no extra charge. For these new prunes, absolutely guaranteed to contain no dingus, we charge only

12 CENTS A POUND

"Say are you nutty?" he said when I got through.

"No more so than Shakespeare or any other brilliant fellow," I said modestly. "If they're nutty, so am I."

"What in thunder does the ad. mean, anyway?" he said. "Is it a joke? What's dingus?"

"Sure it ain't a joke. Is there any dingus in your prunes?"

"I don't know what it is."

"Well, I'll tell you," I said. "There ain't any such thing—dingus is just put in to give it some pep. But it's all true. There ain't any dingus in your prunes, and none of the other stores have ever gave such a guarantee before. Can't you see how you'll get 'em all on the run? People'll come in here and ask what dingus is, and you can tell 'em it's a sort of plasco, left in there by the pilloolies. If that don't hold 'em, tell 'em it's a delicate subject and you don't like to speak right out plain to a lady about it. Some of 'em'll ask the other stores what dingus is, too, and they'll have to own up they don't know, and that'll make 'em look like thirty cents, don't you see?"

He sat sort of dazed—couldn't see it at all. Gee, I pity a man as dumb as that.

"After you've sold a ton of prunes through that ad.," I said, "you can work the same stunt on a lot of other things. You can advertise tea with all the Thanatopsis removed—oh there's no end to it. You'll have ads. that nobody else can touch. And if some other grocer here starts to say his prunes ain't got any dingus in either, then you can hoot at him for being a copy cat and you've got him on the run again. D'ye get it?"

"My, how I wish we had a lunatic asylum right here in town," he said, real sudden, not saying anything about the ads. at all.

"Why?" I said.

"Because I know a fat fool who'd be in it," he said. "Wasting my time here with *your* crazy talk! I thought you really had something helpful! Ain't you going pretty soon?"

"Yes, I am!" I said, "I'm going now! And I ain't coming back till the next time either! Here I sit for half an hour sweating like a b to help you, and you blackguard like that! You can go to thunde

What's the matter with th people, anyway? I want to say you fellows that since he ain't goi to use that scheme, you can ahead and use it just to spite darned ungrateful cuss.

THE STROLLER.

Mail Order House Throws Out Pat Medicines.

Messrs. Sears, Roebuck & Co., of C cago, have quit handling patent me cines, leaving them absolutely out latest catalogue. In doing this Sea Roebuck & Co. has allied itself with health promoting agencies of our co try. The reasons assigned for quitti patent medicines are:—

We find that valueless and even dangerous medicines are offered t the public through the medium o advertising that is extravagant, mis leading and deceptive—advertising calculated to deceive the well into belief that they are sick and to in duce the sick to pin their faith to ineffectual means for recovery.

That patent medicines are more than likely to be disappointing as well as dangerous is apparent when we consider the fact that the all-important as well as the most diffi cult thing in the treatment of dis ease is that of finding the real un derlying cause of the trouble, and the further fact that the person least able to form a safe judgment in this matter is the patient himself.

The person who falls a victim to the advertisement that attaches a grave meaning to every little ache or pain, when in reality nothing ails him that forgetting would not cure, is at least defrauded.

The person who depends on an advertised nostrum to cure a ser ious ailment, which to be success fuly treated must have only the most prompt and skillful attention, is throwing away valuable time. The most dangerous medicine, es pecially in the case of the lingering diseases that drugs alone cannot cure, is that which, containing a stimulant or an opiate, causes its victim to feel better for a while. Being thus encouraged in a vain hope, though all this time the lurk ing disease is steadily progressing, he often turns too late, if he turn at all, to rational means for recov ery.

Lautz Bros. & Co. Buy Large Soa Plant.

One of the most revolutionary inc dents in Buffalo's industrial develo ment in recent years is the acquisitio by Lautz Bros. & Co., manufacture of laundry soaps, of the business o Gowans & Sons, another concern in th same line of endeavor, enjoying also national reputation. Included in th transaction was the transfer of th plant, brands, trade-marks and good wi of the latter concern. The Gowan plant was established in 1834 under th name of Gowans & Baird, and the busi ness is one of Buffalo's pioneer manu facturing concerns still in existence Several years later the firm name w changed to Gowans & Stover, still familiar name in the business world and about 15 years ago the firm titl become Gowans & Sons. Lautz Bros & Co. was established in 1853 by Wm Lautz, grandfather of the present head

BY INVITATION MEMBER OF

NEW YORK, U.S.A.

$850
With open body

Equipped with Electric Starting and Lighting System

Overland
TRADE MARK REG.

DELIVERY CARS

Prices f. o. b. Toledo

$895
With closed body

Equipped with Electric Starting and Lighting System

Grocers Find This Car a Business Necessity

GROCERS must not only have the goods to deliver, but they must be able to deliver them—quickly and surely.

And prompt deliveries are no longer reckoned by horse time. Motor cars have set a faster pace.

Other grocers have found the Overland Delivery Car a marvelous time saver—a money maker—a trade getter.

They say it covers three or four times the ground possible with a horse at a much smaller cost. They figure it the best paying investment under $1000 they ever made.

It will also pay you.

In the Overland Delivery Car starting and lighting have been reduced to the mere pressing of a button. The driver of this car does not leave the motor running at the curb to avoid laborious cranking by hand. This needless waste of fuel is eliminated.

No delay is caused by fussing with matches and gas tanks. A snap of the button and the lights are on.

The Overland Delivery Car's short turning radius, left-hand drive and center gear shift make driving simple even in heavy traffic.

These advantages save time. And time means money to you.

See the Overland dealer in your town or write to us for a special delivery car catalog. Please address Dept. 196.

"Made in U. S. A."

The Willys-Overland Company, Toledo, Ohio

No. 311.—The Three Most Important Price-Fixing Cases Now Before the Public—the Ford, Victor and Kellogg Cases.

I have just been reading in the United States Court reports the first intelligent information I have had as yet as to the real gist of the court's decisions in the three recent celebrated price-fixing cases—the Ford automobile case, the Kellogg corn flakes case and the Victor talking machine case. In all these cases the manufacturers tried with the utmost ingenuity to tie up both jobbers and retailers so that the wholesale and retail prices on their various products would not be cut. The United States Court decided against all of them. In the Kellogg case the decision was not final or complete, but indicates the mind of the court on the main question whether a manufacturer may compel a retailer, whom he has not sold direct, to sell at a price which the manufacturer dictates.

Some atttention was paid to these three cases by the newspapers, but as usual, the reports were badly garbled, and in order that the business world, which is so keenly interested in the subject from one standpoint or the other, should have a clear conception of the progress of legal events, I will briefly give the point involved in each of the three cases.

The Ford Case.

The Ford Motor Company has always tied everybody up to sell Ford cars at retail at regular list prices. One of its agents or sellers in Ohio cut the price and Ford at once asked for an injunction and damages. The Ford plan of limiting the price was to do what it called licensing its dealers, the condition of the license being that they should resell at regular Ford prices. Of course Ford's idea was that if anybody violated that condition and cut the price, he would revoke the license to sell and get an injunction preventing the cutter from selling any more cars that he might have on hand.

The plan did not succeed. The court held that in spite of the "licensing" scheme, Ford had actually parted with the title to his cars, and the buyer therefore had the right to do as he pleased with them. The court said it was true that Ford had made a contract with his dealers not to cut the price, but it was illegal and he could not enforce it. This case enforces the doctrine laid down by the United States Supreme Court in the Sanatogen limited price case, that whether an article is patented or not, a seller who has actually sold it, and parted both with possession and title, can not interfere with the retail selling price.

The Victor Talking Machine Case.

The scheme used in this case was even more ingenious than the other. The Victor concern has of course patented its machines and its records. Everything, in fact, about its whole enterprise is tied up with patents. Every machine and every record had printed on it a notice that they were not sold, but that the Victor Company merely licensed the right to use them. The title to both machine and records remained in the Victor until the patents expired, according to this clever scheme. Here, too, this "license" could be revoked the minute somebody—buyer or licensee, whichever you like—broke the Victor Co.'s rules, the most important of which was of course the rule to sell at a fixed price. And if the price was cut the Victor Co., under its contract, could go in and take its goods back.

The "license to use" was granted upon the payment to the Victor Co. in the beginning of a sum which the Victor Co. called a "royalty," but which corresponded exactly with the price charged both for machine and records.

Macy & Co., the New York department storekeepers, cut the price of Victor records, and the Victor Co. promptly revoked their license to sell and demanded the return of all unsold goods on the ground that breaking the price condition constituted an infringement of its patents! Macy & Co. resisted, and the Victor Co. then applied for an injunction, damages, etc., to prevent Macy & Co. from continuing to cut prices. Here too the plan failed. The court said that inasmuch as the Victor Co. had collected the whole royalty in the beginning, instead of in installments like royalties are usually collected, it showed that it was after all not a license, but a sale, and being a sale, the Victor Co. could not interfere with the retail selling price.

The Kellogg Case.

The Kellogg Co. is a manufacturer of toasted corn flakes and has always been particularly earnest in its effort to compel jobbers to sell retailers at a uniform price, and retailers to sell consumers at a uniform price. Its latest plan was to get a patent on some feature of the carton in which its corn flakes were packed. It could not patent the corn flakes. The company only sells jobbers that will agree to sell to retailers at the company's fixed price. It did not deal with retailers direct, so it printed a notice on each carton that the retailer who sold below 10 cents would be considered an infringer on the company's patents. Here the question was opened by the United States Government, who began suit against the Kellogg Co. on the ground that its plan of limiting prices was a violation of the Sherman act. The first decision on this case has just been handed down. Although only on a part of the case, it is significant in that it declares that the fact that the carton is pa ented is immaterial in determini whether the company's plan maintaining prices is a violation law.

From these three cases, which a the latest and the most important the moment before the public, t crux of the limited price campaig may easily be seen. The manufa turer who wishes to enforce a fix selling price is trying by every po sible means to hold on to his goo until they get into the consume hands. That is, not hold actu physical possession, but hold t title. The reason is of course clea As long as he holds the title, t goods are his to do as he pleas with, including fixing and holdi the price at which they shall be sol To reach this result the manufactu ers license and patent and mak agreements, but the trouble with a of their plans is that they want t cake and the penny too. They wa to sell and not to sell. They want t collect the purchase price of the products and still say it is not a sal The United States Supreme Cou and several lesser United State Courts have repeatedly said, in th last few years, that this cannot b done. If the transaction is really sale, no matter what it is called, th manufacturer is helpless to contr the selling price in the hands of any body who has acquired both titl and possession.

There is only one way for a man ufacturer to do what he wishes t do, and that is to *actually* hold titl to his goods until they are sold t the consumer. He can do that b regarding retailers as his agents an actually—not by a legal fiction, bu literally—consigning his goods t these agents, taking his pay onl when they are sold. If he is willing to do that he can control the selling price clean to the limit, but he has not been willing to do it up to this time, owing to the enormous trouble and work which it involves.

(*Copyright, May, 1915, by Elton J. Buckley.*)

—

Question: A. M. Howes, Secretary Pennsylvania Retail Merchants' Association, Erie, Pa.—Following is copy of the Dayton moving ordinance which has been a very great benefit to the merchants of Dayton, Ohio:—

AN ORDINANCE

Requiring the registration of change of addresses of residents of the city of Dayton, Ohio.

Be it ordained by Council of the city of Dayton, State of Ohio:—

Section 1. That it shall be unlawful for any person owning or op-

erating any moving van, furniture car, transfer wagon, express wagon, delivery wagon or any other vehicle to haul or move, or cause to be hauled or moved, any article of household goods, trunks or personal effects in the possession or custody of any resident of the said city of Dayton, changing the place of his or her residence, until there has been recorded in a book to be kept for that purpose, the full name of the owner or the person in possession or custody of such household goods, trunks or personal effects, together with the address of the place from which and to which such hauling or moving is to be done, with the date thereof and the name of the owner and person in charge of such vehicle.

Sec. 2. Every person owning or operating any of the vehicles aforesaid shall on Monday of each week file in the office of the Mayor a full and correct statement for the previous week of all information as required by Section 1 hereof. That upon receipt of each such statement the Mayor shall file the same in his office, and such statement shall be open to the inspection of the public, and the Mayor shall keep a register of all such changes in such addresses.

Sec. 3. That it shall be unlawful for any person to give a fictitious name or to deceive the owner or person in charge of any vehicle hauling household goods, trunks or personal effects as to the ownership thereof.

Sec. 4. Any person violating any of the provisions of this ordinance shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be fined not less than $5 nor more than $30, and shall pay the costs of prosecution.

Sec. 5. This ordinance shall take effect and be in force from and after 10 days from the date of its first publication.

Erie has been trying to secure such an ordinance. Our City Solicitor says:—

"I do not find among the corporate powers of the city of Erie authority for the enactment of such an ordinance. Municipalities in Pennsylvania are corporations of expressly delegated powers, and where authority is not expressly given, it is withheld in the Legislature.

"While in addition to the corporate powers expressly granted the city has the right to pass such ordinances as are necessary for the public health and safety, I do not believe the ordinance in question comes under the general police power of the city, inasmuch as it is expressly intended as an aid for merchants in tracing debtors."

We are curious to know how you would regard the proposed ordinance. Are there any cities in Pennsylvania to your knowledge having such an ordinance, and is it in your opinion within the scope of cities of the third class to enact legislation of this kind as a police regulation?

You may reply through the columns of the "Modern Merchant and Grocery World" if you prefer, as this question is of interest to all merchants in cities of the third class.

Answer.—I agree completely with the City Solicitor of Erie. The police power, under which Legislatures and City Councils pass many corrective and remedial laws, is a wide power, but it still has limitations. Anything which does not concern the public health, safety and general welfare is not within the police power, and any act passed along such lines would be unconstitutional. I have never considered that an ordinance requiring moving concerns to report the names and destinations of those removing from the city was within the police power, and I therefore believe it would be unconstitutional if passed.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Special Deal on Mustard.

Every dealer knows the delicious, snappy flavor of "Dove Brand" Mustard, prepared in wine senf style. He also knows how quickly repeat orders come when he sticks to this brand. Chas. Strickler & Sons, importers, Philadelphia, are offering a special deal, for a limited time, and as Dove Brand is a staple and ready seller, it would seem the part of wisdom to buy a supply now.—Advt.

Pennsylvania Organization Notes.

The Organizer visited Berwick on Monday, May 3d, and addressed a big "booster" meeting. President Hetler occupied the chair and introduced as the first speaker Judge Kurtz, who made an address brimful of inspiration. The Organizer followed. When the invitation was extended for new members, 25 responded. Lunch was then served. It was an enthusiastic meeting, full of encouragement.

* * *

The Organizer visited Plymouth on May 4th, met the merchants and arranged for a return call in the latter part of the month, at which time a reorganization of the present association will be effected.

* * *

Last week the Organizer visited the associations at Nanticoke, Honesdale and Altoona.

* * *

E. J. Morris, a well-known grocer of Reading, has been elected president of the Reading Chamber of Commerce.

* * *

The Hazelton Board of Trade is making an active canvass for new members.

Believe in the Goods You Sell

A good salesman is an optimist. He is a salesman because he believes in his goods and knows how to make his customers believe in them and want them.

National Biscuit Company goods will make an optimist of any salesman or saleswoman. They are goods that everyone can believe in—and enthuse over. Better biscuit are not baked—whether crackers or cookies, wafers or snaps, sweetened or unsweetened.

National Biscuit Company products reduce selling expense: they take less time to sell, they repeat oftener and so bring in greater profits to the grocer.

GRAHAM CRACKERS—an everyday article of food. The best Graham Crackers baked. Retail at 5 cents and 10 cents.

Sell biscuit baked by

NATIONAL BISCUIT COMPANY

The Sharpsburg merchants have adopted a trading stamp all their own and will push it to the limit. The Pittsburg district is full of trading stamps, coupons, savings checks, etc.

* * *

The Organizer visited Harrisburg on May 5th, met a number of the legislators and discovered that if any of the merchants' bills are to pass that some formidable opposition must be overcome.

* * *

During the summer is a good time for the associations to plan for effective work in the fall. Get busy.

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

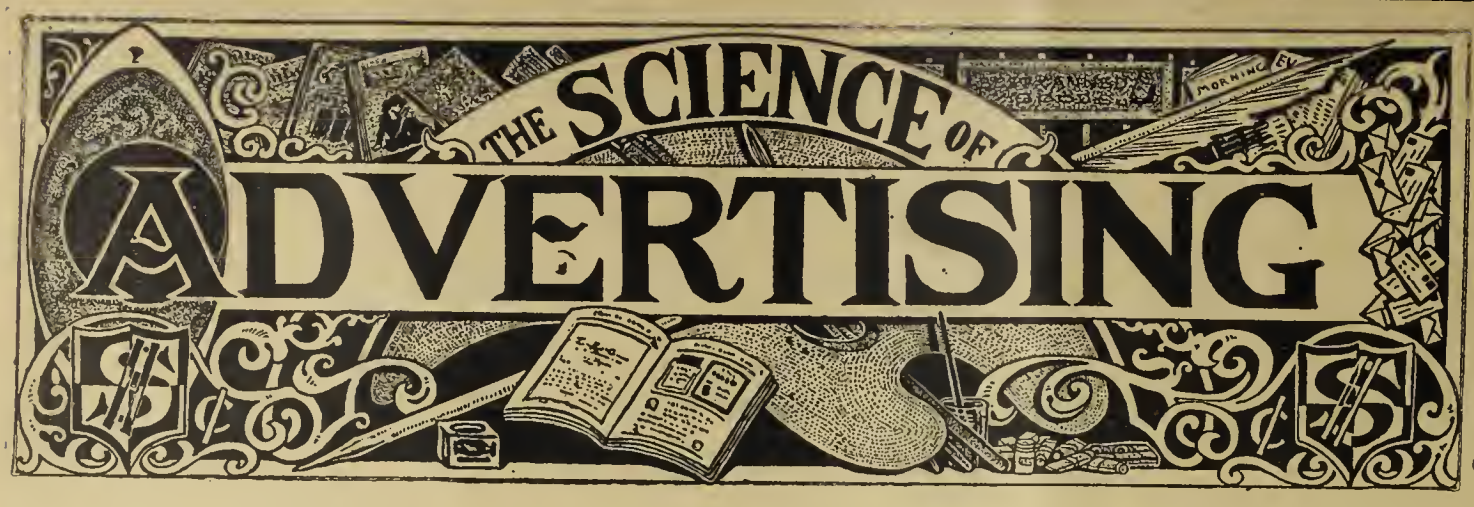
Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**



Scranton, Pa., April 22, 1915.
Editor "Science of Advertising."

Dear Sir:—I thank you for your criticism of a circular I sent to you in February.

Inclosed you will find a circular I am sending out, in which I have tried to carry out your ideas, as far as possible. My main object in this circular is to tell the people to use the phone.

Thanking you for your past and future favors, I remain,

Yours truly,
H. A. DIMLICH.

The circular enclosed measured 7¼ x 11 inches, and was printed on very poor paper. The color was an unprepossessing gray, which gave a marked cheap look to the whole job. My advice is better paper, Mr. Dimlich. You will not have to spend more than a quarter a thousand sheets more, and the appearance and impression made by your advertising will be immeasurably improved. I reproduce the circular in reduced form:—

I think this heading is a little confusing—you don't get the idea instantly. I would rather have used two little telephone cuts, one at each end, with the idea itself conveyed entirely by words. For instance, something like this:—

CUT

We answer phone calls instantly and deliver almost as quick. You're only a minute from our store by phone—give us a ring

CUT

This circular ought to get some business, chiefly I think, on price, but not wholly. There are one or two ways in which Mr. Dimlich can in my judgment improve his method of advertising. For instance take the sliced meat paragraph. It seldom gets anything to bunch sliced meats together and advertise them in a lump without quoting prices. I would take boiled ham and say a little about sliced boiled ham—how tasty and delicate and clean it is, especially when sliced by a machine. Then at the end I would say, "We also slice dried beef, breakfast bacon, etc., etc., etc., in the same way and they're all just as good as the ham." Advertising like that ought to get traceable orders, while general advertising like Mr. Dimlich's seldom does. Then take up the butter paragraph—there is a lack about this that Mr. Dimlich will find it useful to keep in mind in all of his advertising. This is the thing that strikes the reader of that paragraph—what is the difference between these grades of butter? If the 29-cent grade comes from the "finest creameries in Wayne County," why pay 37 cents for the "finest butter on the market?" And where does the "extra fancy creamery at 34 cents" come in? Mr. Dimlich would cheerfully explain this to his customers when he stood face to face with them—for precisely the same reason he should explain it to them in his advertising.

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

You're just a minute from our store by

PHONE

Bell Phone 5624-J — New Phone 1073

We answer promptly and deliver quickly and REMEMBER our prices for quality groceries are always the lowest.

Prices Good, April 24 to May 1 and Buy All You Want While Goods Last

9 ROLLS "Blue Ribbon" Toilet Paper 25 C. Never sold for less than 5 cents

MACHINE SLICED MEATS
For these warm days nothing easier to serve than wholesome well prepared, Boiled Ham, Dried Beef Minced Ham, Boneless Breakfast Bacon, etc. We can supply you with all these at attractive prices, sliced by machine
To Your Order

Sugar
Sugar is advancing steadily
BUY NOW
On Saturday April 24th and Saturday May 1st, we will give 20 lbs of granulated sugar for $1.00 with a cash purchase of $4.00 worth of other groceries.
Saturday April 24 and Sat. May 1st.
20 lbs for $1.00

4 Packages "Gold Medal" Starch 25 C.
A regular 10c article. Superior to "I X L" or "Elastic." Directions on box.

3 Cans "Bonor" Milk 25c
3 Cans Condensed Milk 25c
10c "King" Brand Corn 7c
10c No. 2 Can Extra Choice Red Ripe Solid Pack Tomatoes, 4 Cans - 26c
7 Lenox Soap - - 25c
35c "Matchless" Coffee 31c lb
10c Early June Peas 8c

Butter
From the finest creameries in Wayne county at 29c.
Extra Fancy Creamery 34c.
The finest butter on the market churned for us every day, 37c

Green Goods
Don't buy goods that have been carted around on the dusty streets all day. We have everything the market affords, kept in a sanitary condition, at the lowest market price.

Peas
Our famous "Meadow Brook" Brand. Small, tender, sweet telephone peas. Never sold less than 18c. While 100 doz. last
15c Can. $1.65 Doz.

Garden Supplies
We sell and recommend Coakless "Sure Crop" seeds in pkg and bulk, all kinds. We have Garden Hoes, Rakes, Spading Forks, Lawn Rakes, Spades, etc.

HAM
Fancy Mild, Sugar Cured Skinned Hams. Whole or Half.
15c lb.

FLOUR
Very special on famous 'Sunburst' brand. 49 lbs. $2.
Prices guaranteed right on other brands.

Gasolene
We operate a curb station from 7 a. m. to 6.30 p. m. every day. Open until 10.00 p. m. Saturdays. Closed Sundays. High-test filtered gas
13c Gallon
High Grade Motor Oil 15c Qt

DIMLICH'S GROCERY
COR. ELETRIC ST. AND SANDERSON AVE.
PRESS OF "REVIEW"

All Failures Increase Exce in "Hats, Furs and Gloves."

April, 1915, Shows Large Increa Over April, 1914, With the Sin Exception of Above Line, Whi Fell Off One Per Cent.

As has been the case for seve months past, the number of co mercial failures in nearly all lin for last month (April) show a ve decided increase over the sa month of the preceding year. Fa ures were greater in April, 191 than in April, 1914, in all of t following lines but hats: gene stores, groceries, hotels and resta rants, liquors and tobacco, clothi and furnishing, dry goods and ca pets, shoes, rubbers and trunks, fu niture and crockery, hardwa stoves and tools, chemicals a drugs, paints and oils, jewelry a clocks, books and papers, hats, fu and gloves, and "all others." hats, furs and gloves, there we six failures in April, 1914, and fi in April, 1913. In the lines touc ing the readers of this paper t figures are as follows:—

General Stores.—April, 191 221; liabilities, $2,318,202; Apr 1914, 141; liabilities, $1,242,384.

Groceries.—April, 1915, 303; li bilities, $1,155,721; April, 191 236; liabilities, $1,225,442.

Clothing and Furnishing.—Apri 1915, 151; liabilities, $1,248,41 April, 1914, 90; liabilities $806,51

Dry Goods.—April, 1915, 11 liabilities, $14,932,135; April, 191 65; liabilities, $2,693,070.

Shoes.—April, 1915, 72; liabil ties, $502,317; April, 1914, 37; li bilities $294,835.

Hardware.—April, 1915, 60; li bilities, $671,970; April, 1914, 2 liabilities, $424,643.

The Week's Dry Goods Business Wa Encouraging.

Marshall Field & Co., in their weekl review of the dry goods trade, say:—

The general tone of current dry goods business is encouraging. The cooler weather has had its effect in slowing up retail selling somewhat in the nearby territory, but shipments show a fair increase over those of the same period last year.

The amount of fall business that is being booked continues to show gains in comparison with the corresponding business of a year ago.

Collections are satisfactory, reflecting favorable agricultural conditions.

Modern Merchant
AND
Grocery World

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ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

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Here is a Convenient Profit Table That Means "Safety First" for Retailers

If You Know Your Cost of Doing Business You Can Instantly Get From It the Selling Price Which Will Yield You a Given Profit on any Priced Article. Figures Profit on Selling Price Instead of Cost.

We have received from Butler Bros., of Chicago, a copy of a new profit table which we consider so valuable that we have had it photographed and are presenting it herewith, with directions for its use underneath. The table will show any merchant what his selling price must be in order to get a certain profit on an article costing him, say, $1.

Every merchant is supposed to know how much it costs him to conduct his business—how much in percentage. The bold figures at the left in the table include various costs of doing business. Start with the figures that represent your cost and follow the column to the right until you come to your desired net profit. Immediately under this figure will be the correct selling price. Suppose your cost of doing business is 22 per cent. and you desire a net profit of 10 per cent. Start on the 22 per cent. column and follow it to the right until you come to 10 per cent. Under this is $1.47, the correct selling price.

If the article cost 50 cents one-half of $1.47 would be the correct price. If it cost $1.75 the selling price would be 1¾ times $1.47. If it cost $2 the selling price would be twice $1.47 and so on. With a little practice you will be able, using this table as a basis, very quickly to fix the prices on various articles without the use of pencil and paper.

Some merchants erroneously figure on a basis that would lead them to charge $1.32 for an article that cost them a dollar, and upon which they wish to make a net profit of 10 per cent., with their cost of doing business 22 per cent. If you would sell the article under these conditions for $1.32 you would not make 10 per cent. net profit—not by a good deal.

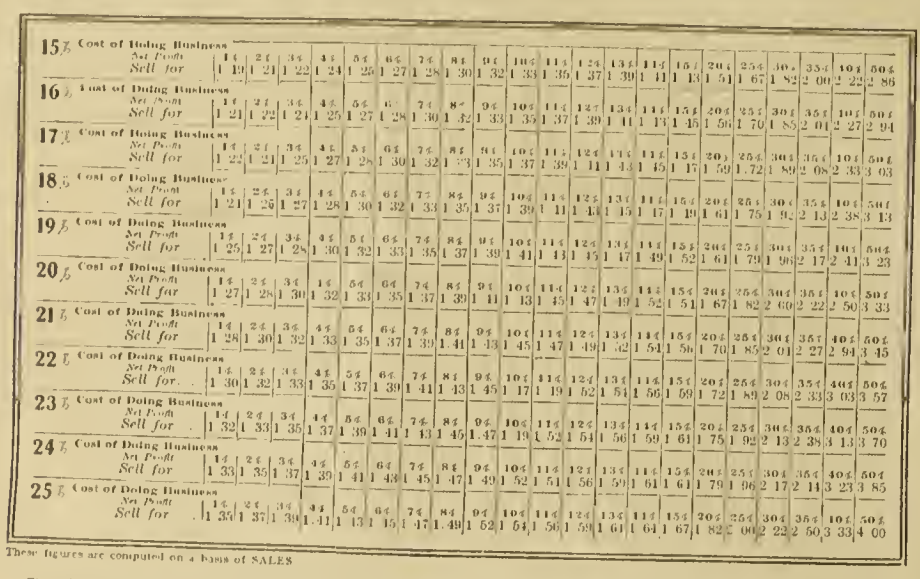
Let us see.

Let 100 per cent. equal the selling price—that is what you are going to sell the thing for in order to make your desired 10 per cent. net profit.

Your cost of doing business is 22 per cent., and your desired net profit 10 per cent.—making a gross profit of 32 per cent. that must be realized on the article before you can get the desired 10 per cent. net.

Now, we have 100 per cent. as the selling price in percentage, but must also have the buying price in percentage, or we can't figure the thing correctly.

It is easy to see that the buying price in percentage is obtained by subtracting the gross profit from the selling price. In this case it must be 100 per cent. minus 32 per cent., or 68 per cent.



15% Cost of Doing Business

	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	20%	25%	30%	35%	40%	50%
Net Profit																					
Sell for	1 19	1 21	1 22	1 24	1 26	1 27	1 28	1 30	1 32	1 33	1 35	1 37	1 39	1 41	1 43	1 51	1 67	1 82	2 00	2 22	2 86

16% Cost of Doing Business

	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	20%	25%	30%	35%	40%	50%
Net Profit																					
Sell for	1 21	1 22	1 24	1 25	1 27	1 28	1 30	1 32	1 33	1 35	1 37	1 39	1 41	1 43	1 45	1 59	1 70	1 85	2 01	2 27	2 94

17% Cost of Doing Business

	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	20%	25%	30%	35%	40%	50%
Net Profit																					
Sell for	1 22	1 24	1 25	1 27	1 28	1 30	1 32	1 33	1 35	1 37	1 39	1 41	1 43	1 45	1 47	1 59	1 72	1 89	2 08	2 33	3 03

18% Cost of Doing Business

	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	20%	25%	30%	35%	40%	50%
Net Profit																					
Sell for	1 21	1 26	1 27	1 28	1 30	1 32	1 33	1 35	1 37	1 39	1 41	1 43	1 45	1 47	1 49	1 61	1 75	1 96	2 13	2 38	3 13

19% Cost of Doing Business

	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	20%	25%	30%	35%	40%	50%
Net Profit																					
Sell for	1 25	1 27	1 28	1 30	1 32	1 33	1 35	1 37	1 39	1 41	1 43	1 45	1 47	1 49	1 52	1 64	1 79	1 96	2 17	2 41	3 23

20% Cost of Doing Business

	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	20%	25%	30%	35%	40%	50%
Net Profit																					
Sell for	1 27	1 28	1 30	1 32	1 33	1 35	1 37	1 39	1 41	1 43	1 45	1 47	1 49	1 52	1 54	1 67	1 82	2 00	2 22	2 50	3 33

21% Cost of Doing Business

	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	20%	25%	30%	35%	40%	50%
Net Profit																					
Sell for	1 28	1 30	1 32	1 33	1 35	1 37	1 39	1 41	1 43	1 45	1 47	1 49	1 52	1 54	1 56	1 70	1 85	2 01	2 27	2 94	3 45

22% Cost of Doing Business

	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	20%	25%	30%	35%	40%	50%
Net Profit																					
Sell for	1 30	1 32	1 33	1 35	1 37	1 39	1 41	1 43	1 45	1 47	1 49	1 52	1 54	1 56	1 59	1 72	1 89	2 08	2 33	3 03	3 57

23% Cost of Doing Business

	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	20%	25%	30%	35%	40%	50%
Net Profit																					
Sell for	1 32	1 33	1 35	1 37	1 39	1 41	1 43	1 45	1 47	1 49	1 52	1 54	1 56	1 59	1 61	1 75	1 92	2 13	2 38	3 13	3 70

24% Cost of Doing Business

	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	20%	25%	30%	35%	40%	50%
Net Profit																					
Sell for	1 33	1 35	1 37	1 39	1 41	1 43	1 45	1 47	1 49	1 52	1 54	1 56	1 59	1 61	1 64	1 79	1 96	2 17	2 44	3 23	3 85

25% Cost of Doing Business

	1%	2%	3%	4%	5%	6%	7%	8%	9%	10%	11%	12%	13%	14%	15%	20%	25%	30%	35%	40%	50%
Net Profit																					
Sell for	1 35	1 37	1 39	1 41	1 43	1 45	1 47	1 49	1 52	1 54	1 56	1 59	1 61	1 64	1 67	1 82	2 00	2 22	2 50	3 33	4 00

These figures are computed on a basis of SALES

These figures show the correct selling prices to charge in order to gain any desired net profit on an article costing ONE DOLLAR, including freight. It will be easy to compute from it selling prices on things costing more or less than a dollar.

EXAMPLE. You all course, know how much it costs you to conduct your business. Start with the figure that represents your cost and follow the column across to the right until you come to your desired net profit. Immediately under this figure will be the correct selling price. Your cost of doing business is say 20 per cent and you desire a net profit of 10 per cent. Start on the 20 per cent column and follow it to the right until you come to 10 per cent. Under this is $1.17 or the correct selling price. If the article cost 50 cents half of $1.17 would be the correct selling price. If it cost $1.75, the selling price would be one and three fourths times $1.17. If it cost $2.00 the selling price would be twice $1.17 and so on.

The buying price in percentage, then, is 68 per cent., and the buying price in money is $1.

One dollar, in other words, is 68 per cent. of what must be charged to realize the desired profit of 10 per cent.

What, then, is the selling price in money that must be charged to realize this 10 per cent. net profit?

If $1 is 68 per cent. of this selling price, 100 per cent. (or the whole selling price) would be $1 divided by 68—making $1.47.

Tabulated, the process is this:—

Selling price	100%	
Cost of doing business	22%	
Desired net profit	10%	
Selling cost and profit	32%	32%
Wholesale cost		68%

Wholesale cost is 100 cents, or 68 per cent. of the selling price. Divide 100 cents by 68, and you get $1.47, or the selling price in cash.

It is interesting here to note the result of an investigation made recently by the National Retail Dry Goods Association. From fifty dry goods and general stores in towns large and small the association obtained figures showing that the range of gross profit was from 27.33 per cent. to 35.1 per cent. This made an average gross profit of 30.46 per cent.

This would seem to indicate that the general run of merchants find it advisable to figure on getting an average of 30 per cent. gross profit on sales, or 43 per cent. on cost. Thirty per cent. on sales and 43 per cent. on cost are the same.

Here are some figures showing the gross profit that may be charged on individual items and classes of merchandise. They were obtained by studying the gross profit proposition in many stores of various kinds and taking the average.

The figures, showing the average gross profit on the selling price, follow:—

	Per Cent.
Aluminum specialties	30
Automobile sundries	33⅓
Art goods and needle work	27
Books	25
Clocks and watches	29
Clothing and hats	29
Carpets, mattings and rugs	27
Cutlery	33⅓
China, glassware and crockery	33
Candy	38
Dry goods in general	30
Drug sundries	30
Enameled ware	28
Furs	34
Furniture	33
Groceries	19 to 20
Harness	30
Household hardware	28
House furnishings	26
Jewelry	35
Lamps and lighting goods	30
Men's furnishings	26
Notions	32
Pictures	39
Suits (women's)	32
Shoes	25
Sewing machines	24
Stationery	33⅓
Sporting goods	30
Toys	33
Tools	30
Tinware	30
Woodenware	30

The method of figuring profits with gross profit as a base is substantially the same as with net profit as a base.

Pennsylvania Grocers Now Subject to These Two New Laws

Both Signed by Governor During the Week and Immediately Become Operative. One Prescribes Standard Baskets for Fruits, Vegetables and Grapes, and the Other Allows Coffee to be Sold Containing Fifteen per cent of Chicory.

The Governor of Pennsylvania has signed two new bills affecting the trade and they are now laws, taking effect at once. One is the law prescribing standard sizes for containers in which vegetables, grapes and fruit shall be sold, and the other is the law allowing a blend of coffee and chicory to be sold when properly marked. Both measures have been discussed in the Harrisburg letter.

The container law provides for certain standard sized baskets and trays for vegetables, fruits and grapes, and provides that when the articles named are sold in those containers, they need not be marked with the weight, measure or count of contents. Different sized containers can be used, but they must be marked with net weight, measure or count of the contents.

The text of the container law is as follows:—

AN ACT

Regulating the sale, offering for sale, or exposing for sale of vegetables, grapes and fruits; providing standard containers—baskets and trays therefor, and imposing penalties.

Section 1. Be it enacted, etc., That vegetables, grapes and fruits

Full face, not quite life size

Side face, not quite life size

If You Know a Bargain When You See One, Look at This

¶ We aren't ordinarily in the merchandise business here, but a watch chance has happened to come our way, and it's so splendiferously good that I proposed it be passed on to you.

¶ A *good* open-faced gold-filled watch, thin model, clean built, thoroughbred, made by the famous Knickerbocker Watch Company, of New York, one of the big watch people of the United States.

¶ I get more enthusiastic about this watch ever time I look at it. It's one of the classiest-looking timepieces I ever saw. One of our staff here has been carrying one for four years and it's been taken several times for a $100 watch. You can't tell the difference at all.

¶ Now understand, it won't keep time quite as well as a $150 chronometer, but it *will* keep time well enough for all your purposes or mine.

¶ The manufacturer's guarantee is one of the biggest things about it:—

¶ The movement, a seven-jewel, adjusted, lever movement, is *guaranteed for five years,* not for one year like other watches.

¶ The case is made by the well-known Illinois Watch Company, and is extra heavy, dust and moisture proof. It's *guaranteed for ten years*. Dials either plain white or gold.

¶ We can sell you one of these watches for **Six Dollars,** but you must send the money with your order and also send ten cents for postage. We can't trust anybody on this deal—for it isn't a money-making scheme—we're doing it simply to pass along a good thing to you.

¶ If you don't like the watch after you see it, send it back and we'll return your money. You never had a chance like this before in your life. Address

JIMMY MANDER Special Stunt Man of the "Modern Merchant and Grocery World"
927 ARCH STREET : PHILADELPHIA, PA.

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

One Jar FREE With Each Dozen, for a Limited Time

"DOVE BRAND"

Has that delicious, snappy flavor

Stack a dozen on your counter and you will be surprised at the quick and repeat sales

In Stone Jars Retails at 15 Cents

At all the best Grocery and Delicatessen Stores

"Quality is remembered long after price is forgotten"

CHARLES STRICKLER & SONS, *Importers*
Fine Cheese and Delicatessen PHILADELPHIA, PA.

Hobart Electric Meat Chopper

No. 24

Same as cut shown

½ H. P., 60 Cycle, 110 Volt

COST NEW $165.00

This machine is good as new, will sell for

$100.00

H. F. HEACOCK
51 N. 2d St., Philadelphia

Retailers Are Satisfied With Us

¶ We believe that the retail trade of the United States, generally speaking, is satisfied with business conditions surrounding **Wheatena**—profit and protection and everything else. Retailers tell us they regard **Wheatena** as splendid merchandise from every standpoint.

¶ Certainly our business could hardly have gone on increasing if this had not been true.

¶ **Wheatena** is the best of selected Winter wheat.

The Wheatena Co., Rahway, N. J.
Member of the American Specialty Manufacturers' Assoc'n

may be sold in standard containers—baskets or trays—if such containers—baskets or trays—are made as herein designated, and are of the dimensions or capacity described in this act.

Sec. 2. The "standard pony basket" shall be the following dimensions, inside measurement: the bottom shall be 3⅝ inches in width and 9⅝ inches in length; the height shall be 3⅞ inches; the top shall be 4½ inches in width and 10⅝ inches in length.

Sec. 3. The "standard basket" shall be of the following dimensions, inside measurement: the bottom shall be 4¾ inches in width, 12¼ inches in length; the height shall be 4⅝ inches; the top shall be 6 inches in width and 14¼ inches in length.

Sec. 4. The "standard jumbo basket" shall be of the following dimensions, inside measurement: the bottom shall be 7⅛ inches in width, 15 inches in length; the height shall be 6⅛ inches; the top shall be 8¾ inches in width and 17½ inches in length.

Sec. 5. The "standard tray" shall be 18 inches long, over all. Its head shall be 7 inches high, 15½ inches long on top and 13½ inches long on the bottom, and shall be sawed or cut not over ⅝ inches thick. Its side shall be not less than 6 inches high. Its cover, sides, and bottom shall be sawed or cut not more than ¼ inch thick.

Sec. 6. That whenever vegetables, grapes or fruits are sold or offered for sale in quart boxes or quart containers of any kind, the cubical contents of such boxes or containers shall be 67⅕ cubic inches.

Sec. 7. A reasonable variation in the capacity and dimensions specified shall be allowed.

Sec. 8. That any container—basket or tray—made in conformity to the provisions of Sections 2, 3, 4, 5 and 6 of this act, and of the capacity therein specified, need not be tagged, marked or otherwise branded to indicate the quantity of the contents, or to specify the same in terms of weight, measure or numerical count. All other containers—baskets or trays—not made in conformity with the provisions of this act, of a different capacity from that herein specified, shall be plainly or conspicuously tagged, branded or otherwise marked on the outside of such container—basket or tray—to indicate the quantity of the contents in terms of weight, measure or numerical count.

Sec. 9. That any person, firm or corporation or association who shall pack or cause to be packed containers—baskets or trays—for vegetables, grapes or fruits, and who shall knowingly sell or offer for sale such vegetables, fruits or grapes in containers—baskets, trays or measures—in violation of the provisions of this act, shall be guilty of a misdemeanor, and upon conviction thereof before any alderman, magistrate or justice of the peace in the proper county, shall be sentenced, for the first offense, to pay a fine of $1 and costs for each such container—basket or tray— and for the second offense a sum not less than $5 nor more than $10 and costs for each such container—basket or tray—used by the same in violation of this act; and for any subsequent offense not less than $10 nor more than $50 and costs for each container—basket or tray—so made or used by the same.

Sec. 10. It shall be the duty of the proper city and county inspectors of weights and measures to enforce the provisions of this act.

Sec. 11. All other acts or parts of acts, general, local or special, inconsistent with any of the provisions of this act are repealed.

The chicory law merely allows 15 per cent. of chicory to be mixed with coffee and the blend sold as "Coffee and Chicory." The text is as follows:—

AN ACT

Regulating the sale of chicory mixed with coffee and providing a penalty.

Section 1. Be it enacted, etc., That it is lawful to sell chicory mixed with coffee if it conforms to the following conditions:—

1. The amount of chicory shall not exceed 15 per centum of the mixture of coffee and chicory.

2. The package containing the mixture shall bear the words in letters of the same style and size, but not less than one-half an inch high, "coffee and chicory," and may contain also the name and address of the manufacturer and distributor, a non-descriptive brand-name, and a statement of the net weight of the package contents, but no other printed matter.

3. The mixture shall contain no cereal in any form.

4. If sold in the form of a beverage in hotels or restaurants, there shall be displayed in a prominent place, in characters easily legible to the patrons a placard bearing the words, "The coffee sold here is mixed with chicory."

Sec. 2. Any person, firm or corporate body who shall violate any of the provisions of this act shall be guilty of a misdemeanor, and upon conviction thereof shall be sentenced to pay a fine of not more than $100.

Sec. 3. The Dairy and Food Commissioner shall be charged with the enforcement of the provisions of this act.

Sec. 4. All fines and penalties imposed and recovered for the violation of any of the provisions of this act shall be paid to the Dairy and Food Commissioner or his agent, and when so collected and paid shall thereafter be, by the Dairy and Food Commissioner, paid into the State Treasury, for the use of the Commonwealth.

New Spinach Ready

GET YOUR ORDERS IN NOW

Selected whole leaf, tender crop, carefully blanched and washed absolutely free of grit. **No better Spinach packed than**

CHAMPION BRAND

Ask Your Jobber for Prices or Address

H. J. McGRATH COMPANY, Sole Packers

BALTIMORE, MD.

Written for the "Modern Merchant and Grocery World."

Eighty Per Cent. of Retailers and Twenty-five Per Cent. of Jobbers Don't Discount Their Bills, Though all Could Make Big Money by Doing It

Some Strong Talk on the Advantages of Taking Every Discount, Even Though a Man Has to Borrow Money to Do It. Illogical Attitude of Some Merchants Toward Drafts.

May I suggest the importance of the subject of "Discounts," emphasizing the profit to be derived therefrom, etc.?

It seems that many retail grocers, as well as jobbers, do not appreciate what discounting their bills really means. Neither do they apparently appreciate that when a bill is due it should be paid, and, if not paid after receiving a statement at that time, that a draft when presented does not mean an insult or reflection on them, but is simply the next logical and correct method of calling the attention of the merchant to the bill and the cheapest mode of collecting it.

We appreciate that merchants have been more or less hard up for several months and consequently slow in meeting their obligations.

The custom of my house is, when a bill is due, to send the merchant a statement on the bottom of which is printed: "If not heard from in 10 days, we will draft at sight." This gives the merchant 10 or 15 days extra time on his bill in which to prepare to meet the draft that will be presented by his bank.

We find that this course causes some merchants to become very angry, and they write us that they do not pay their accounts by draft and will remit when they get ready, giving no tangible reason for their views.

The average discounts we allow merchants are: One per cent. in 10 days, which is equal to 18 per cent a year; 2 per cent. on many fancy goods like extracts, etc., which equals 36 per cent. a year; 3 per cent. on teas, which equals 54 per cent. a year.

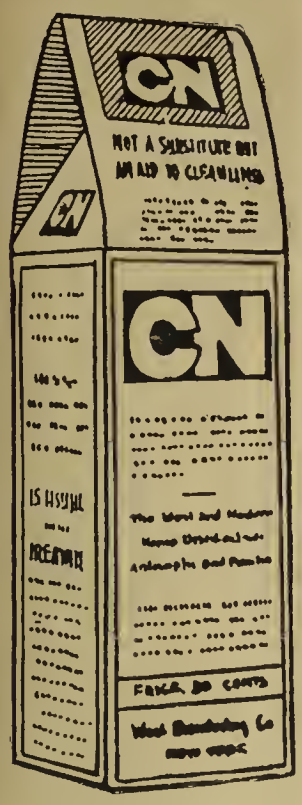
Seldom does a merchant make larger net profits than the above table indicates. Besides, by discounting, he establishes a credit which enables him to buy goods at favorable prices and also avoids a good deal of trouble and annoyance—but, best of all, it makes him more careful in his purchases and enables him to keep his business well in hand.

Frequently we find that merchants are not using their credit to the best advantage. James G. Hill once remarked to the writer that if a man had good credit and did not make use of it, he could be likened to a man who had money lying idle in his trunk at home.

If the merchant is worthy of credit, he should go to his bank and borrow money at 6 per cent. or less, discount his bills and save the difference as a profit. Thus he would be building up the banking business in his own community in addition to fortifying himself against conditions that may arise in all kinds of business, which would give him a feeling of independence. He would in this way be enabled to take advantage of a slump in the market and buy goods for cash, which he could not do if he had not established a credit with the bank.

It is stated that 80 per cent. of the retail merchants do not discount and that 25 per cent. of the jobbers do not.

It is no disgrace, as some seem to think, for a merchant to have a draft made upon him. There are merchants to-day who prefer that



The Yellow Package with the Gable Top

—and then he realized he was leaving a lot of profitable business go when he should have been getting all of it—so said a retail grocer the other day in speaking about

TRADE CN MARK

This combined **Cleanser, Disinfectant, Deodorant** and **Antiseptic** is fast becoming a household necessity, and it is only necessary to show it once to make repeat customers. It is well advertised, does everything claimed for it, satisfies everyone who uses it and pays you a good profit.

Let us connect you with our advertising campaign by placing one of our attractive window displays, to show that you sell CN.

West Disinfecting Co.

MANUFACTURING CHEMISTS

Home Office: 12 E. 42d Street

NEW YORK, N. Y.

BRANCHES IN PRINCIPAL CITIES

the manufacturer shall draft on them through their banks, they being interested in the banks and preferring to throw all possible business their way. We draft on such people at certain intervals, say twice a month, for all bills that have been bought in the last fortnight. This is a good plan, for it condenses the work and yields a profit to the merchant with less work for the shipper.

We also find that the merchants who discount their bills are more progressive and wideawake and keep their stock in better shape than those who do not.

Some men will buy any old thing and in any quantity, provided it is sold to them on sufficient time to meet their ideas. We think this is a suicidal policy and a strong article on the duty of the retailer to the jobber, of the jobber to the manufacturer, and vice versa, in the matter of settling accounts may open the eyes of the trade to their obligations in this direction.

I look upon the retail grocer as being a necessity. He it is who helps the widow and the husband who is out of work and hard up, crediting them for their purchases frequently when the large department stores would not think of such a thing. He is really the poor man's friend and it is the business of the manufacturer and jobber to be a "big brother" to him and help him get on his feet, selling him only such goods as will pay him a profit over and above what it costs him to do business and cautioning him about handling goods—no matter what—that do not pay a living wage. Right here is where many retailers fall down—they are so anxious to sell goods, but frequently at a margin of 8 to 10 per cent. when it costs them 17 to 18 per cent. to do business. No wonder many of them don't succeed, but rather get poorer the more business they do. To discount their bills is a big help on the road to prosperity.

M.

Baltimore, Md., May 20, 1915.

The Week's One-Time Ads.

Here is a chance for you that you'll thank me for in after years. Ever hear of the Tuttle Bread Slicer? It's advertised this week by the Novelty Manufacturing Co. of Canastota, N. Y., and there's a picture of it in the ad. This is some slicer and every woman will want it. It cuts anything like bread, cake, etc., in the kind of slices every woman likes to see on her table—clean slices that don't look like somebody bit 'em out. The idea is to give the Tuttle Slicer away as a premium or have your name burned in and give it away as an ad. They'll send you prices, and for a quarter will send you a sample. Spend a quarter and try it on your wife.

—

A clever little sales register is advertised in a one-time ad. in this issue by the Egry Register Co. of Dayton, Ohio. Gives every customer a sales check and makes a duplicate of the sale for the store. You can get with this register a record of the day's business which will keep you straight and make you happier than you ever expected to be in this life. Honestly, when you see this little register work, you'll wonder how you ever got along without one. The Egry people have a bully little book that they call "Retail Sales" that you ought to have—tells how to get along without any bookkeeping to speak of. Write for a copy of it and mention my name—they may slip a $5 bill between the leaves.

—

I want you to help me fool Thomas M. Royal & Co., Bryn Mawr, Pa., the people that make the classiest Tea and Coffee Bags I ever saw. They have a one-time ad. in this issue headed "Tea and Coffee," and they don't think they're going to get any business out of it. They ought to get it and I want you to give it to 'em. Not because I'm asking you, but because you need their stuff. They make a fancy double-lined printed Tea and Coffee Bag that gives any grocer his own private brand and his own package. Beautiful goods! You'll be proud to have them on your shelves or in your window. Send for samples.

—

Any fellow who wants to stir up things in his store ought to read the half page ad. of the Butter Kist Corn Popper in this issue. A great scheme, that. It's a machine that pops corn, separates it and butters it, all without a hand near it. All you do is to sell the hot popcorn and lay away the money. The big thing about it is that you make 70 per cent. on your money—think of that. *Seventy per cent. profit!* You can get the little machine for very little money—send for their book, "The Little Gold Mine." Don't fail to look the ad. up.

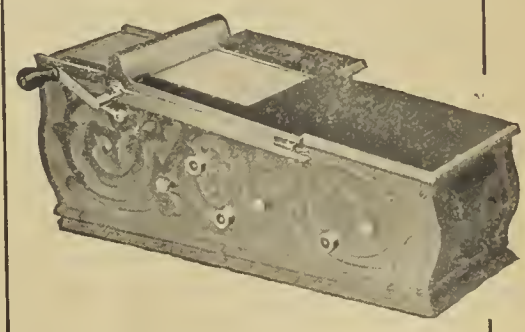
JIMMY MANDER.

Backed by Facts

There's no guesswork, no uncertainty, no misunderstanding, no doubt concerning each and every transaction to the user of

The Egry System of Retail Sales

It is definite, accurate, dependable and profit yielding



This is but one of the many styles of Egry Registers designed for Retail Establishments—it gives each patron a sales check of purchase, a duplicate for cashier or bookkeepers—a **record for the owner of the business.** This **record** tells the story of the day's business and links the customer, the sales person, the merchandise, the cashier and the money to the management.

The Egry is the most practical System for the recording of business transactions in the world.

Send for our free book "Retail Sales"

The Egry Register Company

DAYTON, OHIO, U. S. A.

We Call on Your Customers

through the magazines and tell them how good and useful is

MAPLEINE

The last word in flavors

ORDER FROM

WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.

JOHN DEAN
801 Empire Building
Pittsburg, Pa.

H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.

CRESCENT MFG. CO.
SEATTLE, WASH.

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, $1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

WITH THE EDITOR

The writer has always believed that many of the most glaring food frauds were perpetrated by men who had absolutely no conception of the real fraud of their act. Naturally this is no excuse; it is merely given as a possible explanation of frauds that on the surface appear both foolish and reckless—almost incredible performances for men who really thought what they were doing.

"Milk Fed Poultry"

For instance, take the following advertisement, which we take from the last issue of the "Egg Reporter":—

MILK FED POULTRY IN DEMAND.

We have solved the question of your source of supply of milk for feeding poultry by our process of Condensing, Modifying and Medicating "Butter-milk" into what we term

"MILKOLINE"

All you do is to add one gallon of "Milkoline" to 50 gallons of pure water and you have a barrel of butter-milk Substitute ready for use. More Appetizing, Fattening, Weight Producing and Medical than 98 per cent. of the milk you are able to secure from most sources, and that, too, at a cost of half the price you pay for uncertain quality milk.

Especially adapted for use on cars of Live Poultry En Route.

An Ideal Food for Express Shippers.

Hundreds of America's foremost Feeding Stations and Live Poultry Shippers feed "Milkoline."

For particulars, references, prices, etc., write

THE MILKOLINE MFG. CO.,
The Meriden Creamery Co. Bldg.,
Kansas City, Mo.

On its face this appears to be an invitation to feed imitation buttermilk to poultry and advertise it as "Milk Fed Poultry." If the advertisement is correctly interpreted, of course the scheme is an absolute fraud—just as much a fraud as to sell the substitute itself under the name of buttermilk. We doubt exceedingly whether the "Milkoline Mfg. Co." fully comprehends that, for if it did, we believe it would be ashamed to advertise it.

Pennsylvania Governor Vetoes Cold Storage Food Repealer.

The Governor of Pennsylvania has vetoed the bill which would have repealed the cold storage food law of 1913. We are glad he did. Everybody expected a veto, and the passage of the repealer bill appears, to us like a piece of very foolish management. The act of 1913 is a bad law, there is no doubt about that, but from the public standpoint, it is better than no law, and the Governor would have made a big mistake had he repealed it.

There are some signs that the uniform cold storage food bill may be passed now. It should have been passed before, and would have been if the chairman of the House Committee having it in charge, Mr. Wilson, had not also been the father of the act of 1913. Naturally, he seeks to defeat if he can, any bill which will destroy his own act, which the uniform act, if it passes, will do, and he would have kept the uniform bill in committee forever if it had not been forcibly taken from him last Monday night. The bill has already passed the Senate, and it looks now as if it would pass the House. Very likely the Governor would sign it.

Settling Business Disputes by Arbitration.

The writer, though a member of a profession that is not supposed to look kindly upon submitting business disputes to arbitration instead of taking them to court, has nevertheless occasionally suggested that arbitration offered the ideal quick and inexpensive method of settling business controversies. The use of the method is undoubtedly growing, especially among associations of manufacturers and wholesalers; not so much among organizations of retailers. There is nothing to prevent, however, an agreement between the wholesalers' association and the retailers' association of given section, that disputes between members of the two organizations should be submitted to arbitration.

The Arbitration Committee of the National Wholesale Grocers' Association has sent us a copy of its report to the current convention of that organization. It shows that from September 14, 1914, to March 26, 1915, forty-seven arbitrations were held, twenty-nine on canned goods, fifteen on dried fruits, one on beans, one on nuts and one not relating to merchandise. Of these, twenty-seven were decided in the buyer's favor, eighteen in the seller's. Between February 15, 1914, and February 1, 1915, the National Canners' Association took care of seventy-nine cases, and the National Wholesale Grocers' Association, the New York Dried Fruit Association, the Chicago Dried and Canned Food Association and the National Canners' Association together adjusted by arbitration *two hundred and fifty-eight cases*. Of course a few of these may have subsequently gotten into the courts, although they do not as a rule. Undoubtedly the very large majority of these two hundred and fifty-eight disputants—perhaps all of them—saved both time and money by using arbitration instead of law. And it is equally clear that they got substantial justice—justice at the hands of men who knew more about the questions involved in a minute than all the lawyers and all the judges knew in a week.

We suggest that retail merchants' organizations think carefully on the arbitration question.

An Important Movement

J. Denny O'Niell, President of the Pennsylvania State Association of Retail Merchants, has appointed a committee consisting of William Smedley of Philadelphia, J. C. Norris of New Castle, and A. M. Latshaw of New Brighton, to consider the profit on proprietary brands of merchandise which is allowed the retailer, and where it is considered insufficient, to endeavor to induce the manufacturer to allow a sufficient margin to pay the cost of doing business and leave a living profit in addition.

This committee will be pleased to receive the views of merchants and complaints of too small a margin in any given case. The aim of the chairman and his associates is to make this a most effective and useful committee.

ASSOCIATION NEWS.

Southern Wholesale Grocers' Association.

At last week's convention of the Southern Wholesale Grocers' Association at Atlanta, Ga., the following resolutions were adopted:—

1. Urging uniformity of food and drug legislation and commending the work of the United States Chamber of Commerce along this line.

2. Fixing the dues of firms having an annual business of $300,000 to $400,000 at $30 per year, those having an annual business of $400,000 to $500,000 at $40 per year, and those having an annual business of $500,000 and over at $50 per year.

3. Directing the cash Discount Committee to investigate the arbitrary terms of cash in 10 days on shipments of lima beans from coast points.

4. Thanking Louis B. Warner, of Chicago, for his presentation to the convention of mutual insurance.

5. Reaffirming the association's opposition to free deals and bonuses by manufacturers to Southern wholesale grocery salesmen.

The officers-elect are as follows: President, J. H. McLaurin, Jacksonville, Fla.; first vice-president, E. L. Adams, of Atlanta; second vice-president, Max Mayer, of Little Rock, Ark.; treasurer, James Lasseter, of Jacksonville.

The directors elected are: Alabama—A. P. Bush, of Mobile; Samuel Z. Kaufman, of Montgomery, and R. D. Thomas, of Eufaula. Arkansas—Henry Patterson, of Searcy; Will Pyles, of Blytheville, and B. D. Crane, of Fort Smith. Florida—T. E. Bryan, of Tampa; C. M. Lewis, of Jacksonville, and Harry Kahn, of Pensacola. Georgia—Frank Lanier, of Americus; J. C. Brewer, of Douglas, and J. B. Mayes, of Bainbridge. Louisiana—B. F. Thompson, of Alexandria; W. C. Marshall and T. M. Scovell, of Shreveport. Mississippi—J. M. Wood of Brookhaven; W. T. Reeves, of Tupelo, and J. D. Duncan, of Greenwood. North Carolina—W. H. Wetherly, of Elizabeth City; F. E. Nashagen, of Wilmington, and R. A. Morrow, of Monroe. Oklahoma—H. M. Chestnut, of Muscogee, and J. R. Pennington, of Ardmore. South Carolina—J. M. Latham, of Chester; A. R. Ryttenberg, of Sumter, and W. Livingston, of Seneca. Tennessee—J. D. Faucette, of Bristol; U. S. Jones, of Jellico, and R. P. Woodson, of Memphis. Texas—J. M. Radford, of Abilene; W. D. Cleveland, of

Houston, and Mr. Gorman, of San Antonio. Virginia—J. E. Legard, of Abingdon; B. F. Donovan, of Clifton Forge, and C. E. Herbert, of Norfolk.

* * *

tional Retail Grocers' Association.

At last week's convention of the tional Retail Grocers' Associa- n the following officers were cted:—

President—Frank B. Connolly, of San Francisco (re-elected).

Vice-President—John H. Schaeffer, of Davenport, Iowa (re-elected).

Secretary—John J. Ryan, of St. Paul, Minn.

Treasurer—William Jeffrey, of Hornell, N. Y.

Trustee (to succeed C. E. Beinert, of Nebraska)—J. S. Carver, of Utah.

The principal officers of the Southern Wholesalers were elected as follows:—

President—J. H. McLaurin, of Jacksonville, Fla. (re-elected).

Vice-Presidents—E. L. Adams, of Atlanta, and Max Mayer, of Little Rock, Ark.

Treasurer—James Lasseter, of Jacksonville, Fla.

John J. Ryan, of St. Paul, Minn., who succeeds Mr. Green, is no novice in the field of associated grocers. For a great many years he has been secretary of the St. Paul local association and of the Minnesota State Association.

California cherries are scarce and ood, hence the continued high price— to $3.50.

The New York Letter

Olive Oil Embargo Lifted by Italy as to United States. Molasses Trust Suit Dismissed, But Corn Products Co. and Penick & Ford Must Separate. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, May 21, 1915.

The importing trade of this city have been very glad to learn during the week that the Italian Government has lifted the embargo as to olive oil so far as this country is concerned. It was announced in my last letter that an embargo had been placed upon olive oil by Italy, and as the consumption of olive oil in this country is enormous, the trade has been considerably pertubed. It now develops that the principal object of that embargo was to keep Italian olive oil from finding its way into Germany and Austria, which countries Italy will probably fight even before these words are published.

So that unless something new happens we will continue to receive the normal quantity of Italian oil.

* * *

Readers hereof will remember the conviction of 12 members of the Poultry Trust several months ago for combining in restraint of trade. The poultrymen appealed their case, but the decision of the Court of Appeals handed down last Friday was against them. They are now face to face with a prison sentence of three months.

An announcement was made during the week that they were asking the Governor for pardon, or at least commutation of the prison sentence. Their plans include having a thousand letters and telegrams sent to the Governor by business men, all making the argument that "combination in restraint of trade" is not a sufficient ground for a prison sentence.

* * *

Announcement was made during the week that the Government had dismissed its trust suit against Penick & Ford, the New Orleans molasses manufacturers, who maintain an office in this city. At the same time the suit was dropped as to the individual members of the firm, Wm. S. Penick, Jas. P. Ford and Fred. T. Bedford, who were made co-defendants. It appears that when the suit was brought Penick & Ford agreed to change their business in order to comply with the Government's idea, and this has since been done.

At the time that the suit was dismissed an injunction was issued against the Corn Products Refining Co. and also against Penick & Ford, prohibiting both companies from acquiring stocks, bonds, etc., of each other and also from employing the same officers, directors, stockholders, agents and employees.

* * *

The eighth annual conference of the State Sealers of Weights and Measures has been held in this city during the week. One of the interesting statements that stand out from the sessions was made by Clement J. Driscoll, former Commissioner of Weights and Measures. He said:—

> I have found in my investigations, extending over the entire country, that sealers are, as a rule, too careless with the small side of weights and measures. Let me tell you that the greatest fraud practiced in the large cities of the country is in small amounts. The poor people buy foodstuffs in small quantities. If a scale is an ounce off on a pound it is also an ounce off on a quarter of a pound. Thus improvident people who must buy butter, for instance, in quarter pound lots are defrauded to the extent of four ounces to each pound; whereas, if the butter was purchased in pound lots, the loss would only be an ounce. Therefore, I urge that you sealers pay attention to the minor evils as well as the more important infractions of the law.

* * *

The Delico Food Products Co., Inc., are now located in their new quarters, 59 Bank street. Extensive plans are underway for further pushing the firm's

30

Do you say you don't like to sell nationally advertised products because everybody sells them? Wouldn't you rather sell what everybody sells than what nobody sells?

It is fine to sell what nobody else sells, if there is a big demand for it, but the fact that nobody sells it means there is no demand for it. The fact that everybody sells a nationally advertised brand means that everybody wants it.

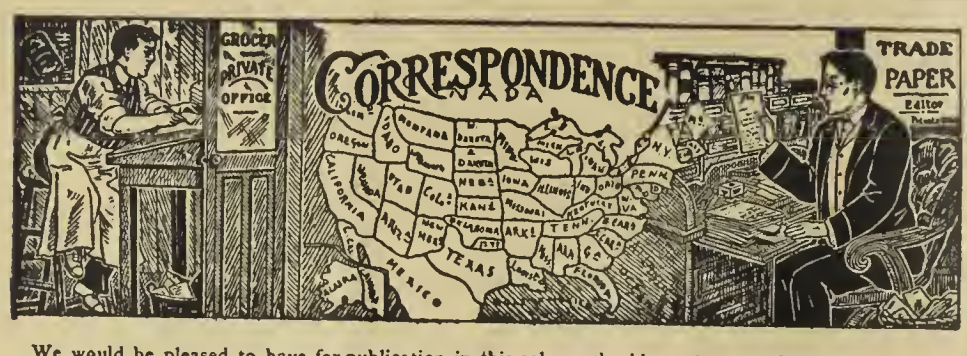
THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills. "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

business, which will be made to include several new lines.

SUMMARIZED MARKET CONDITIONS.

Tea quiet and unchanged. Low grades very firm. Europe is still in the market for low-grade teas.—Coffee unsettled on discouraging news from Brazil. Later it somewhat recovered. Spot coffee dull and weaker for the week.—Sugar firm, raws being about a 1-16 higher for the week. Refined unchanged, with some refiners quoting 6.10 cents for granulated.—Dried fruits quiet, with the exception of raisins, which are more active. Prices, however, show concessions. Prunes dull and unsettled. Tone easy.—Canned salmon cleaning up and slightly firmer on spot. Domestic sardines somewhat stronger on reports of light catch.—Canned vegetables unchanged and featureless.—Wheat nervous, but still very high. Reports of crop damage have strengthening effect.—Flour firm, but dull, at about 35 cents per barrel below the highest point recently reached.



We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

The Cape May Dredging Co.

Washington, D. C.,
May 17, 1915.

To the Editor.

Dear Sir:—If there is any way you could get a line on the Cape May Dredging Co., Philadelphia, for us, we would thank you very much for doing so.

Their dredge, Nelson Z. Graves, came here from Cape May and is doing some work for the Government.

The main thing I would like to know is, how they settled their grocery bill at Cape May. We are furnishing them with groceries and meats just at the present time (about $100 a week) for which they wish to pay monthly.

Yours truly,
P. WALTHER & SON.

We have been unable to learn anything about the Cape May Dredging Co. either in Philadelphia or Cape May. We advise communicating with the Governmental Department which is employing the concern, and getting some information in that way.

* * *

A New Trading Stamp Scheme.

North Wales, Pa., May 17, 1915.

To the Editor.

Dear Sir:—Will you kindly ask your attorney whether we are allowed to give out these stamps under the existing Federal and Pennsylvania State laws.

Thanking you for information.

Respectfully,
I. KEPLER.

This correspondent encloses a stamp book, which shows that the scheme he is inquiring about is the "Cash Discount Stamp." One stamp is given with each 10-cent purchase, in the regular trading stamp way, and the stamps bear on their faces a cash redemption value of one mill each. We do not know whose scheme this is, but it is perfectly legal under the present State of the law in Pennsylvania. The Federal law does not touch it at all. There is a bill pending in Pennsylvania to tax everybody heavily who uses trading stamps, but it will not pass.

* * *

More About the Collection Scheme of the "National Commercial Underwriters."

Scranton, Pa., May 14, 1915.

To the Editor.

Dear Sir:—Your copy of the April issue of the "Modern Merchant and Grocery World" received and your comment on my system, "Your Own Sure Collector," noted.

While we disagree on the legality of the third letter used in the book, yet I appreciate that you are looking towards the interest of the merchant in your criticism.

I also fully realize that the merchant is very much in need of a successful system of collecting old and bad accounts and am doing all in my power to fill this want, and will therefore act on your suggestion and have changed the third letter to read as follows:—

LAST DEMAND.

Last demand is herewith made on you to show a disposition towards the settlement of you which with interest is $..... Our contract with the National Commercial Underwriters, Inc., gives us ten days more before referring your account to them to find a buyer by offering it for sale to the highest bidder. Hoping you will take advantage of the time limit, we are,

Yours truly,
Note (inclosing yellow handbill).

The objeet of our system is not so much to eollect the old debts of the merchant as to resume relationship with the debtor who has avoided the merchant since he owed them.

Thanking you for past favors, we are,

Very truly yours,
NATIONAL COMMERCIAL UNDERWRITERS,
A. Striepeke, Pres.

* * *

To Sell Waste Paper.

Delaware Water Gap, Pa.,
May 19, 1915.

To the Editor.

Dear Sir:—Can you advise me through your paper where waste paper (baled) may be sold?

Yours very truly,
G. RAYMOND RINEHART.

Penn Paper and Stock Co., Marshall and Willow streets, Philadelphia, and Coll Paper Co., 305 Florist street, Philadelphia, are both dealers in waste paper.

* * *

Has Any Other Subscriber Been Stung by W. C. Perry of New Haven, Conn.?

Wellsville, N. Y., May 15, 1915.

To the Editor.

Dear Sir:—Some time ago I advertised in the "Modern Merchant and Grocery World" about 50 dozen Economy fruit jars for sale. I received a letter from W. C. Perry, New Haven, Conn., and he offered me $10 cash upon receipt of jars for the entire lot. I billed them to him at the greatly reduced price on the 9th day of March. The 1st of April I sent him a statement but he paid no attention to it; April 9th I drew on him and through the bank this A. M. draft was returned with a promise to pay in two or three days. The bank there held draft four days with the same promise as stated above, then returned draft to Citizens' National Bank, Wellsville, N. Y. Please advise me what to do to get my money. Such a man as this should be published.

Yours very truly,
W. L. BENEDICT.

Since this transaction involved the "Modern Merchant and Grocery World" we have made all manner of inquiries. W. C. Perry is not a subscriber of this paper, which makes us feel a little better. We learn from some inquiries made at New Haven, Conn., that he lives at 878 Elm street, in that city, and that he is a salesman. Apparently he is not a person of any special financial responsibility. We are not through with him yet, however, and if he does not respond to this warning, we will try another plan that we have in mind.

We know that Mr. Benedict will forgive us for suggesting that it is risky to ship merchandise to strangers that he knows nothing about.

* * *

Another New Chain Store Scheme Will Start General Stores.

Argos, Ind., May 18, 1915.

To the Editor.

Dear Sir:—Having noticed that you have a "watchful eye" for the various chain-store schemes of speculators, it has occurred to me that you might be interested in one lately launched in Chicago. You may already have heard of it. The firm is known as the Pough-Linde Co., Chicago, Ill., street and number not given. It claims to be capitalized for $10.000,000 preferred and $10,000,000 common. Proposes to open general stores in

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Trade-mark on every genuine package

Registered U. S. Pat. Off.

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower, in good condition and cheap, describe fully.

Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

PATENTS

and Trade-marks procured promptly —and properly in all countries—

Davis & Davis, Washington, D. C.

ELTON J. BUCKLEY

Editor "Modern Merchant and Grocery World"

Attorney and Counselor at Law

643-648 Land Title Building

Philadelphia, Pa.

Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

The HOUSE *of* ROTHSCHILD

IF you want to beat mail order competition in your town, buy from us for CASH, and sell to your customers for CASH. You can do it. You must break away from the old, long-time-credit system of doing business. You must not let your jobber own you. You must not let the people of your community send their CASH to New York and Chicago, and buy goods from *you* on *credit.* Such a course is ruinous. It is against the rule of *modern* business, and if you do not break away from it, you will go down like thousands of other merchants.

TERMS: NET CASH WITH ORDER

Wholesale Only—No Discount

OUR TERMS are invariably Cash with Order, regardless of the Merchant's rating. Our principle regarding Cash is the same as that of the Retail Mail Order Houses. We have strictly one price to all.

OUR GUARANTEE

WE guarantee all goods to be as represented. If, for any reason—or no reason—they are not satisfactory, we want you to return them to us immediately and we will refund your money. Remember, we WANT you to return them. "You must be satisfied" is our policy. We ask no questions when you return goods, but we are human and, of course would like to know, if you care to tell us, the particular thing about them that does not satisfy you.

Nationally Advertised and Standard Brands of Goods at Prices Never Before Equalled

Spool Cotton 38c Per Dozen

Willimantic 6 cord, 200 yard spools. In white and black, Nos. 8 to 200. In colors, Nos. 40, 50 and 60. Lots of 50 dozen or over shipped direct from factory, freight prepaid, 38c a dozen. Positively guaranteed fully equal to Clark's or Coat's, or money refunded.

Dress Gingham—Everett Classic, variety of patterns, 27 inch, yard . . . . . **.05¾**

Bleached Muslin—"Pure White," 36-inch, yard . . . . . **.04**

Brown Sheeting—"Piedmont L.L.," 36-inch, yard . . . . . **.04½**

Arlington Cotton—Warp Serge, black and blue, 35-inch, yard . . . . . **.22½**

Bleached Shaker Flannel—"Amoskeag Panola," 27-inch, yard . . . . . **.05**

Costume Chiffon, all colors, 26 inch, yard . . . . . **.13**

Send for our card of sample swatches. You will be more interested.

If you write on your business stationery, we will send you our price list containing good items and also our manual which instructs you how to overcome Mail Order Department Stores of the Big Cities and Chain Store Competition.

We carry Groceries, Dry Goods, Notions, Hardware, House Furnishing Goods, Clothing—Ladies' Ready to Wear, Drugs, Paints, Stationery, etc., etc.

The HOUSE *of* ROTHSCHILD

30 East Twenty-third St.
NEW YORK

blocks of fifty, locating them in towns of from 10,000 population up. The plan contemplates 800 stores altogether, 146 of which are to be located in Illinois.

They claim to have twelve men now on the road looking up locations.

I suspect that it is purely a promotion scheme, with little or no money back of it, and that the twelve representatives are probably looking for "locations" where they can sell stock.

We are making some inquiries but so far the foregoing is all the information we have secured. If you have heard anything concerning this firm, would appreciate any facts that you can give.

Yours very truly,
NATIONAL HARDWARE BULLETIN,
Arthur E. Towne, Editor.

The "Modern Merchant and Grocery World" has known nothing about this scheme, but has started an investigation to-day.

* * *

Pennsylvania State Secretary Disgusted With Retailers' Lethargy Over Garnishee Bill.

Erie, Pa., May 17, 1915.

To the Editor.

Dear Sir:—Our garnishee bill is held in committee by the opposition of organized labor. On Tuesday the State Secretary arranged by telegraph for a 15-minute audience before the convention of the State Federation of Labor in session at Harrisburg. He addressed 200 delegates Wednesday, his birthday, at 2 P. M. in the Harrisburg Board of Trade Assembly Room. Wilmer Crow attended. After a fair explanation of the modest requirements of our bill, a resolution was unanimously adopted endorsing the work of the Legislative Committee for organized labor in opposition to our bill. No garnishee bill will have anything but opposition from organized labor. The merchant and organized labor each believe that they are right. You can quit or fight. It's up to you. The State Secretary has confidential knowledge of a powerful lobby consisting of large corporate interests which he believes has been the real reason for the vetoing by three Governors of three garnishee bills. Elton J. Buckley says that no law permitting the attachment of wages is constitutional in Pennsylvania. If the retail merchant believes that wage attachment laws are necessary for his welfare, the intelligent course for him to pursue is to agitate for a constitutional amendment.

Unless the State Secretary receives evidence by letters and telegrams from those who get this letter that they desire support of the Bungard-Sensenich Necessities Bills continued he will make no further official effort. He is neither discouraged nor dismayed. He is willing to keep on fighting vigorously, but he cannot conscientiously urge merchants to continue effort along present lines involving expense without evidence from you that you desire him to follow a course which, as an executive, he regards, with the knowledge he has, as wasteful folly. Merchants are advised under existing conditions to sell spot cash or on secured credit only, establish good credit bureaus, use the judgment debtor act of 1913, require references and sign company applications for credit, waiving the exemption law. Samples supplied on application.

Respectfully,
A. M. HOWES,
State Secretary Retail Merchants' Association of Pennsylvania.

From Our Harrisburg (Pa.) Correspondent

Weekly Summary of Legislative Doings. Bills Introduced Affecting Trade, With Expert Predictions as to Likelihood of Passage.

Special Correspondence of "Modern Merchant and Grocery World."

Harrisburg, Pa., May 21, 1915.

As was generally expected, the Governor vetoed the bill repealing the cold storage food act of 1913. His reasons were as follows:—

> This bill is a direct repealer of the Act of May 16, 1913, and is generally referred as the cold storage repealer. The arguments advanced in its favor are that it is too drastic and that it is of no benefit to the public. To repeal the present laws would leave the people without protection from unwholesome food and with no safeguard against fraud and deception in the sale of cold storage food as fresh food. Only harm and confusion would follow. If the present law is as alleged, not what it should be, the plain duty is to amend it and make it right. To repeal it is to shift the alleged unfairness from the dealers to the people.
>
> The Commonwealth is anxious to foster, to protect, to encourage all legitmate activity of its merchants and other business men, but it is in a commanding way determined not to permit, knowingly, any harm to come upon its people.

No attempt will be made to pass it again over his veto, but the effort will be to pass the uniform cold storage bill, which has been pending in the Legislature since the beginning of the session. The bill has passed the Senate and is now in the House. The House Committee having it in charge, having neglected to pay any attention to it, was discharged from further consideration of it last Monday. On Wednesday it was amended by making the lowest temperature for cold storage 40 degrees, and on Thursday, just before adjournment, it passed finally and is now in the Governor's hands.

* * *

The House has finally passed the uniform bill, "an act relating to the sale of goods," by a vote of 130 to 11. It had previously passed the Senate. The bill aims to establish a legal code which will govern the sale of all kinds of merchandise and personal property.

* * *

Senate bill 149, which is on its way through, and now seems likely to pass, will give food and health inspectors a chance to stir up a lot of trouble if it ever becomes a law. Here is the text:—

AN ACT

Regulating the display or exhibit for sale of food and imposing penalties.

Section 1. Be it enacted by the Senate and House of Representatives of the Commonwealth of Pennsylvania, in General Assembly met, and it is hereby enacted by the authority of the same, That it is unlawful to display or exhibit for sale any food unles it be covered or protected from contact with or contamination by any animal, fowl or insect.

Sec. 2. Any person who violates any of the provisions of this act shall be guilty of a misdemeanor and on conviction thereof summarily before any alderman, magistrate or justice of the peace, shall be sentenced to pay a fine not exceeding $100 or to undergo an imprisonment not exceeding three months, or both.

Since the above was written the bill has come up for final passage in the Senate and has been defeated. Unless it is revived it is dead for the session.

* * *

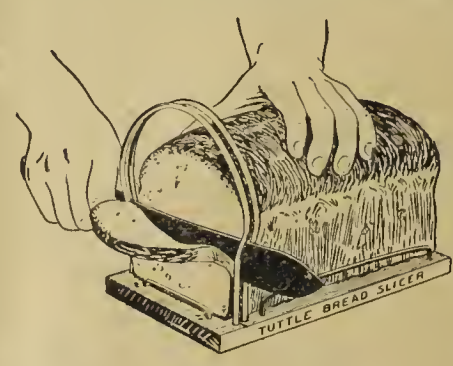
The House has passed, by a vote of 130 to 5, the bill placing new restrictions about the sale of meats

Tea and Coffee

Fancy double lined printed bags help to sell the goods. Samples and prices on request to

Thomas M Royal Company
Bryn Mawr Pa

A Premium for the Housewife



AN AD. SEEN THREE TIMES A DAY
"TUTTLE BREAD SLICER"

Cuts bread, cake, bacon and meat loaf in even, uniform slices, thick or thin, as desired. Protects the table. Saves time.

ADVERTISE TO THE HOUSEWIFE

A strictly sanitary and lasting ad. artistically burned into the top of the base.

Ask for Prices, Stating Quantity.

Sample 25 cents, prepaid.

NOVELTY MFG. CO., Canastota, N. Y.

To the merchant

—Who Is Discouraged.

—Who Finds His Sales Falling Off.

—Who Has to Meet the Big Mail Order Competition.

THE "Sperry" SYSTEM of National Service

Offers a means to better things

To—

Renewed Confidence

Increased Sales

Drawing power which will enable him to laugh at the big catalog house competition

The "Sperry" system of profit sharing, through the use of the Famous S. H. Green Trading Stamp and the Hamilton Coupon has lifted thousands of retail merchants out of the Slough of Despond.

It Can Do the Same for You

The Sperry & Hutchinson Co.

2 W. 45th Street NEW YORK CITY

George B. Caldwell, President

"Cash Saving Stamps"

A Real Inducement for New Business

One Merchant Only in Each Line of Business in Each Section

House to House Canvass in Each Section

Full Books of Stamps Cashed Like a Check for $3.00

AT OUR BANK

THE COMMONWEALTH TITLE IMSURANCE AND TRUST COMPANY

CHESTNUT STREET AT TWELFTH

—OR—

In Merchandise from the Merchant Giving "Cash Stamps" for $3.25 in Trade.

Partly filled books redeemed for proportionate amounts of Cash at our offices

COMMONWEALTH BUILDING

Cash Saving Stamp Co.

"BUILDERS OF BUSINESS"

Commonwealth Building

PHILADELPHIA, PA.

Consider These Talking Points

You can say more for **Rumford** Baking Powder than for any other baking powder on the market.

You can not only say that it will leaven more perfectly than any other powder, but that its use insures more wholesome and better food at a reasonable cost.

Rumford Sells readily and Pays you a Good Profit.

RUMFORD CHEMICAL WORKS, Providence, R. I.

The bill gives the State Live Stock Sanitary Board jurisdiction over every place where meat and meat food products are manufactured, prepared, handled, stored, sold and transported, and authorizes the condemnation of any meat and meat food product which is unfit to sell. The penalty for selling meat or meat products in violation of the act is a fine of not less than $500, or imprisonment not more than one year, or both fine and imprisonment. R. O. M.

New California Food Law Will Affect all Sales Made Out There.

Beginning three months hence it will be possible for California grocers to secure from any manufacturer or distributor of food products with which they may have dealings, a general or blanket guarantee protecting the retailer from prosecution on any product of such distributor. A bill to this effect has been signed by Governor Johnson and will become effective 90 days after the adjournment of the present session of the Legislature, which will be in a few days. Heretofore only a specific guarantee has been recognized. That is, it has been necessary for each invoice to bear a separate warranty as to the conformity of the articles in question to the pure food laws. This restriction has occasioned considerable inconvenience to manufacturers and jobbers, and in some cases has left the retailer without any guarantee when one was needed. The new law recognizes the specific guarantee, but provides for that of a general nature as well.

Florida cantaloupes are beginning to come North and California is beginning to ship also. The Floridas range from $3 to $3.50, quality fair.

Where to Get Premium Goods

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Advertising Novelties.

Advertising Novelty Co., Newton, Iowa. (4)

Wm. P. Perkins, 116 Nassau St., New York City.

A. C. Bosselman & Co., 1 E. Thirteenth St., New York City.

R. M. Doernberger, 1157 Park Row, New York City. (13)

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (10)

Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (10)

American Aluminum Mfg. Co., Lemont, Ill.

Buckeye Aluminum Co., Wooster, Ohio. (26)

Lafayette Stamping and Enameling Co., Lafayette, Ohio. (13)

Republic Stamping and Enameling Co., Canton, Ohio.

The Vinton Co., Central Building, Portland, Ore.

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

Dishes.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

French Ivory Premium Articles.

Yale Novelty Co., Leominster, Mass.

Games.

J. W. Hance Foundry Co., Waterville, Ohio.

Wm. Fuld, 1226 W. Central Ave., Baltimore, Md.

Glassware Novelties.

Jeannette Glass Co., Jeannette, Pa.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.

Kitchen Spec. Mfg. Co., Reading, Pa. (22)

Wachusett Specialty Co., Worcester, Mass.

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (20)

Geo. W. Dover Co., 79 Ship St., Providence, R. I.

Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.

Fray Jewelry Co., 9 Federal St., Providence, R. I. (10)

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.

Souvenir Lead Pencil Co., Cedar Rapids, Iowa.

J. Ullrich & Co., 27 Thames St., New York City.

Post Cards, Etc.

E. C. Kropp Co., Milwaukee, Wis. (Special post cards made to order.)

Mail Dealers' Wholesale House, Chicago, Ill. (10)

Premiums.

Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.

F. E. Wilson Mfg. Co., Lancaster, Ohio.

Rugs.

Edw. H. Condon, Stonington, Me.

Shears.

Atlas Shear Co., Bridgeport, Conn.

Toilet Sets (Brush, Comb and Mirror; Manicure; Shaving).

Ellis & Golterman, Inc., 122 W. Twenty-seventh St., New York City.

Umbrellas.

Frankford Bros., 906 Filbert St., Philadelphia.

Wire and Metal Goods Novelties.

E. A. Bulman Mfg. Co., Grand Rapids, Mich.

Rockwell-Clough Co., Alton, N. H.

The Grocery Markets

Tea.

The tea market shows no particular change for the week, although the situation as to the lower grades, both on spot and for future delivery, is exceedingly high and firm. These teas, notably English Breakfasts, Congous, Ceylon-Indias, etc., will probably not for a long time rule at the prices at which they have been ruling for several years. The demand for low-grade tea from Russia is exceedingly large, and while this continues to be a factor, the situation will remain firm. The higher grades of tea are unchanged and steady. The general demand is fair.

Coffee.

The coffee market is very dull. Advices from Brazil as to Rio particularly are rather easy, and options have shown some decline during the week on the strength of this. Spot Rio and Santos coffee have also felt the effects, and the situation is very dull and heavy. Prices both on Rio and Santos are a shade under what they have been. Mild grades are also dull and prices barely steady, especially for the bulk of the stock, which is poor. Java and Mocha are both quiet and unchanged.

Sugar.

The sugar market is firm, although there is no change in price. Refiners, however, have stopped selling granulated below 6 cents, which they have done up to this week, although they were quoting 6 cents. The consumptive demand for refined sugar is only fair, although from now on it should show a considerable increase. Raw sugar has been considerably firmer during the week and large sales have been made at 4.89 cents, with about a 1-16 cent more paid for June shipment.

Syrup and Molasses.

Glucose has declined 10 points since the last report, but syrup has not followed. In fact, syrup has been very irregular for several weeks as to following the fluctuations in glucose. There is no change in it now, because there is no particular demand. Sugar syrup and molasses are unchanged and very dull.

Fish.

Mackerel shows a decided advance for the week and all grades of Norways are from $1 to $2 per barrel higher than a week ago. The cause is, first, the fact that stocks of good mackerel in this country are becoming reduced, and second, that this year's North Sea mackerel fishing will amount to very little. The demand for mackerel is fair. Cod, hake and haddock are all unchanged and dull. Domestic sardines are quite weak and sales of new pack have been made as low as $2.40. Some packers, however, are trying to get $2.50 and others are trying to get $2.60. Advices from the packing district state that this year's cost of packing will not be under $2.50 for quarter oil f. o. b. Imported sardines are firm. Advices from Norway are strong on account of scarcity of packing materials. The report that Portugal was to put an export tax upon Portuguese sardines of $1 to $1.25 a case has caused a firmer feeling for Portuguese brands in this country, as of course this tax would simply be added to the selling price here. Salmon on spot is still cheap, the market for Alaska brands ruling below the coast parity.

Canned Goods.

Tomatoes show no change for the week and the demand is only moderate. Corn is wanted to some extent at unchanged prices. Spot peas are quiet and unchanged. Advices from New York and Wisconsin tell of frosts there with a depressing effect upon the growing crop. However, as to these reports, buyers have reached the condition where they must be shown. Apples are dull and cheap. California canned goods on spot are unchanged, but are inclined to be weak. The demand for California canned goods during the past year has been very much reduced on account of the fact that so many consumers put up their own canned goods from last year's cheap fruit. This applies particularly to peaches. Future California canned goods are very hard to sell. All of the few packers who have offered futures so far have quoted lower prices than a year ago. Small Eastern staple canned goods are unchanged and quiet.

Dried Fruits.

Prunes on spot are dull at ruling prices. There is a somewhat easier feeling in future prunes, although the trade as yet are taking no interest. Peaches are very dull and very cheap. Apricots, raisins and currants and all other dried fruits are seasonably quiet at unchanged prices.

Beans and Peas.

Pea beans are unchanged on last week's basis; demand fair. Marrows are also unchanged and are wanted to some extent. They are relatively much scarcer than pea beans. California limas are still rather easy; in fair demand. Green and Scotch peas unchanged and dull.

Butter.

The receipts of butter are increasing to some extent, and the quality is also improving. The demand is active and is also increasing regularly, which creates a firm feeling on the present basis. A further increase in the make can be expected and a better consumptive demand. No material change in price seems likely.

Eggs.

The egg market is barely steady, in spite of the large demand for storage. The consumptive demand is only mod-

te. The receipts of eggs continue eral, but the quality is not as good it was a month ago. The demand is ly to show an increase soon. If it s not, prices will decline still fur- r.

Cheese.

The demand for cheese for export tinues very good and the market is n at an advance of a ½ cent. The nsumptive demand for home use is out normal. Exporters are buying e bulk of the make, and as long as ey continue to do so the market will main firm, though no radical advance expected.

Provisions.

All smoked meats are steady and un- anged in price, with a consumptive mand that shows considerable in- ease. If there is any change it will ely be a slight advance. Pure lard steady and in moderate demand. ompound lard is unchanged and in fair mand. Barreled pork is firm, with improved demand at 50 cents per rrel advance. Dried beef and canned eats steady and unchanged.

NDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

There is less activity in the canned oods market, which was but a natural eaction from the large demand for sev- ral articles that prevailed during five r six weeks. The quotations continue be firm, however, especially for to- natoes and corn for prompt shipment, nd, those two items, doubtless, will be ought liberally during May and June, hich are always among the heaviest elling months of the year. The open- ng of the canning season for spinach as attracted attention to that article, nd the buying of it has encouraged the anners to go ahead. The reports about he crop of spinach, though not encour- ging in point of size, are all right as o quality. It is worth looking after at nce. The jobbers are showing in- reased interest in the new pack of trawberries, which will be ready for hipment the last of this month, or arly in June, according to the weather onditions, which are favorable at this ime. The other spring crops are re- orted to be progressing satisfactorily.

The demand for tomatoes eased up a it in the last five or six days. The narket for them since the first of the ear has had several periods of activity, asting three or four weeks at a time, when it looked like the prices were about to advance to a parity with the quotations for future delivery, followed by a spell of dullness for a week or two, after which the activity commenced again. A great many tomatoes have gone into line for consumption since these periods of activity began, and the concensus of opinion is that the prices of spot tomatoes will gradually work up to a level with the prices for futures. Tomatoes for prompt shipment may be bought with confidence in the stability of values. Increasing interest is being shown in tomatoes for future delivery, and some buying is being done, but the market is not at all active for them, as yet.

The low prices for future corn have brought some business this week to our canners, and it is worth attention. Sev- eral things are liable to happen to the crop before the pack is made next fall. The activity that prevailed until recently in spot corn was not much in evidence this week. The prices continue to be firm, however. The buying of the very fancy grades of corn, for future de- livery, both shoepeg and Maine style, has been so very steady that a number of our canners now decline to book fur- ther orders, even at a slight advance in prices. If you have not secured your usual quota of it, do not postpone ac- tion. Referring to spinach, there is as much difference in the quality and in the handling of it as there is in the prices. We do not quote the gritty kind; the best quality is worth the small difference in price. Sweet potatoes, both spots and futures, were fairly ac- tive again this week. String beans and wax beans were rather more active than the other articles of vegetables, but none of them were in much demand this week. The receipts of the new crop for peas for canning purposes will arrive this week, but there is no buying as yet.

Pears continue to be in fair demand, from the lowest priced water goods up to the highest priced fruit in heavy syrup. For the other lines of canned fruits during the week there was a slight increase in the usual daily small orders coming in, but there were no in- teresting developments in any of these items. As a rule, the stocks of fruits left in the hands of canners here are so much smaller than usual for this time in the season that there is little or no reason to force the sale of them. For future delivery there is an increas- ing demand for berries and pineapples, but the other fruits are inactive.

Better buying of cove oysters this week, and the prices are quite firm.

THOS. J. MEEHAN & Co..
Baltimore, Md.

Imported Fish Specialties.

By this morning's mail we received a most interesting letter from one of our friends in Norway engaged in the herring business, and relating to the herring situation. Among other things he tells us that spring herrings, which usually and under ordinary circum- stances sold delivered to the German port at about M. 12 per barrel, this sea- son are as high as M. 40 per barrel, delivered to German seaport—more than three times the value in ordinary times. He continues to say in his let- ter that it is very likely that Norwegian herrings this season will be very high in price. He argues that neither Hol- land nor Great Britain will be able to do much in the way of catching her- rings, and that Norway will be prac- tically the only country that we will have to fall back on for herrings, be- sides, of course, herrings caught in American and Canadian waters. But if he based his contention that herrings will be very high on the facts that this year empty herring barrels, which in ordinary years cost about 54 cents, to- day are selling at about $1.08 for each barrel; salt, which is used to pickle those herring in ordinary times costs from 50 to 55 cents, to-day is quoted at about $1.05 to $1.10; adding to this the enormous advance in freight, the unrest of the laborer who demands a higher wage for his labor, owing to the war risk, as he calls it, it seems that our friend is right in his surmise that the price of herrings will be rather high this coming season.

In Scotch herrings whatever comes of good quality is sold readily, and even the poorer stuff is beginning to sell, be- cause there is a demand.

Norwegian herrings continue to sell very nicely, but unfortunately, there are hardly any supplies to be had, and prices are rather high.

In regard to stockfish this coming season, high prices will undoubtedly prevail. The total catch of codfish in Norway up to April 28th, the date of our last report, amounted to 52,600,000 individual codfish, against 61,500,000 in- dividual codfish at the same time last year. Of this amount there have been hung for stockfish 11,000,000 this year, against 10,400,000 last year. This is a small bit more than last season, but it

30¢ COST 70¢ PROFIT

Make Money

From the Famous Butter-Kist Corn Popper

All Year Round Profits from Stores Like Yours from This Remarkable Popper

The famous BUTTER-KIST Corn Popper runs itself while you take in the money. It needs no watching. Pops, sepa- rates and butters *automatically*. Earning capacity instantly variable from 75c to $4 per hour.

An unbeatable salesman. The glittering motion draws crowds—increases theater attendance. *Coaxing fragrance of BUTTER-KIST Pop Corn makes people hungry to eat it.* It teases the nickles and dimes out of their pockets.

See These Sales Records

One store took in $679.45 first twenty-eight days. Many average $25 to $60 weekly profits—some more than $100.

One store installed a BUTTER-KIST machine No- vember 13, 1914, and sold $2,080.65 of BUTTER-KIST Pop Corn the first five months.

All year, spot-cash business. No stock to carry.

You clear 70c on every dollar—233⅓ per cent. on investment.

BUTTER-KIST Corn Popper

(Strictly Automatic)

Folks say they never tasted such pop corn as BUTTER-KIST. Big, fluffy, white flakes—crisp, crackling, melt-in-your- mouth morsels—piping hot, each piece evenly buttered.

Everybody loves it.

Machine is superbly built, with gleam- ing plate glass sides—mahogany, oak or ivory white cabinet. Metal parts highly polished and nickeled.

Pays for Itself Quickly

Scores of records prove that BUTTER-KIST Pop Corn Machine *pays five times as much profit per square foot of floor space as anything else in store.* Stands anywhere—needs only 26 by 32 inches—move a chair and you have room for it! Soon pays for itself in sales. A small payment down brings the BUTTER-KIST Machine to you—with all privileges.

Write for "The Little Gold Mine" FREE!

Handsome new book—"The Little Gold Mine"—gives the wonderful new merchan- dising facts. Make a small payment down and soon pay balance from BUTTER-KIST sales. Fully illustrates machine, gives actual sales *records* and *proof of profits!* Sent free, postpaid. Your copy is ready. Shall we send it?

Every day you save means $3 to $16 or even more in sales—extra money.

Holcomb & Hoke Mfg. Co.
1685 Van Buren Street
INDIANAPOLIS, IND.

must not be overlooked that there is absolutely no stock of old stockfish to be had, while in former years we always had to reckon with some stockfish left over from the previous season. Consequently, higher prices are expected.

STROHMEYER & ARPE CO.
New York.

Spices.

The market is fairly active, with little change of any importance. The current demand is fully up to normal, season considered. Holders are really unwilling sellers at present values. In fact, conditions are such that higher prices are likely to rule on many articles in the list.

Pepper.—The market is really unchanged. The demand for spot and nearby stock is steady and prices are firm. We look for higher prices to rule, due more or less to the scarcity of ships and the high cost of ocean freight and war insurance.

Red Peppers.—Steady and firm in price. The demand should increase from now on.

Pimento.—Quiet and unchanged in price. Present prices we consider very safe.

Mace.—In fair demand at steady prices.

Nutmegs.—Only in fair demand at steady but unchanged prices. Stocks here are reported very small.

Cassias.—Unchanged. China grades are in fair demand, at prices which are really less than import quotations.

Gingers.—All grades are active and higher. The tendency is upward.

Tapioca.—Steady and in fair demand. No great change in values expected.

Paprikas.—Are firmer abroad and fairly active here. Genuine Hungarian is still very scarce.

McCORMICK & CO.
Baltimore, Md.

Rice.

The past week has continued to feel the benefit of the recent favorable influences, and while there are some who claim that there is still a good deal of perplexity in the situation, there is a growing trend of belief pointing to the probability that general business will show noticeable improvement as we approach the summer months. The inquiry, both domestic and export, is broadening, which indicates that stocks are nearing a minimum, and in consequence more active buying is anticipated in the near future.

Advices from the South along the Atlantic coast show no change over the past week, the trade buying requirements only. There is little improvement to report on the movement of Carolina.

At New Orleans, reports quiet demand from all sections of the country, and that inquiries for export are resulting in satisfactory business at full prices. Stocks of rough and clean, from last reports, have been much diminished, and are now below necessary requirements to carry the trade into the new season. Some sales of rough, fairly large in volume, have been reported at prices ranging up to 4.55 cents.

D. TALMAGE'S SONS CO.
New York and New Orleans.

Salmon.

The total Pacific coast pack of salmon this year will probably rule in percentages as follows: 40 per cent., chums and pinks; 40 per cent., red Alaska; 20 per cent., sockeyes, cohoes, medium reds and chinooks.

With the tendency to hammer chums, the pack of chums will probably be limited and the demand for cheap salmon will fall almost entirely upon pinks, therefore with the exception of pinks and red Alaskas, all other varieties of salmon will be in small supply and will be eagerly sought for.

Despite the general improvement in business everywhere, with the certainty that foreign countries will be in the market for large quantities of pinks later, a rumor is out that all chums and pinks will be slaughtered. It is posible the demand will be so great that packers may change this policy and realize that the ordinary increase of salmon consumption will take up the one or two extra canneries. The annual demand for salmon about equals the supply and with war conditions prevailing, there is nothing in the future to hurt the canned salmon business if packers have sense enough to give themselves and buyers a square deal. By this is meant they should put out prices and sustain them.

PHILIP J. BRADY.
Seattle, Wash.

Evaporated Apples, Etc.

The evaporated apple market continues steady here. The shippers continue to get orders from domestic buyers for small quantities at full prices. There is still no export demand, however. The market is quotable at 7½ to 8½ cents per pound, f. o. b. in 50-pound boxes, according to quality.

There has been a little more activity in the future market. We have had very cold weather during the blossoming and growers fear that this has done some damage. The light Baldwin crop, which is our principal variety, also gives confidence to buyers. From present indications we will have very large crops of peaches, cherries, plums, etc.

The future raspberry market is very quiet here, with very little interest shown on account of the uncertainty of prices. The market is quotable at from 22½ to 23 cents per pound, f. o. b., in barrels August-September shipment.

C. C. HALL.
Rochester, N. Y.

MARKET NOTES.

The first Florida peaches are in Northern markets at $5 to $6. The quality was fair.

Florida tomatoes have dropped about 50 cents per crate, bring now $2.75, instead of $3.25. Quality fair and demand good.

Florida corn is just about to start to Northern markets.

Virginia cabbage has declined about 75 cents from last week—$1.75 instead of $2.50. The demand is good.

Florida cucumbers range from $2.25 to $2.50, and are wanted.

For the first time this season Florida grapefruit is bringing a good price—$4.25 per box. Scarcity is the reason.

Florida potatoes are bringing a good price—$5.50 per barrel, if they are good.

The Weeks' Dry Goods Business.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Wholesale shipments of dry goods have run about the same as during the corresponding period a year ago. Sales for future delivery show a fair percentage of increase.

Retailers are anticipating their fall needs liberally in some lines, and are buying for immediate business as their sales requirements demand.

Weather conditions have been favorable to the turning of retail stocks of seasonable merchandise.

There has been a good attendance of buyers in the market, and collections are better than during the same period a year ago.

Good Yield of Home Beet Sugar in Spite of Low Tariff.

A rich sugar content and a high percentage of extraction helped to make a good yield of beet sugar in the United States in the campaign beginning in 1914. The area harvested was nearly 100,000 acres less than the year before, but a favorable growing season resulted in an average yield per acre of 10.9 tons, the largest since 1906 and 1.14 tons above the average for the 1913 campaign.

The Cash Saving Stamp Company Now in Operation.

The company states that Cash Savi Stamps are not to be confused wi trading stamps, as trading stamps a redeemable only in merchandise, wh the Cash Saving Stamp is redeemal both in money and merchandise. A f book is cashed like a check for $3 the Commonwealth Title Insurance a Trust Company, Twelfth and Chestn streets, Philadelphia. A partially fil book is exchanged for a proportiona amount at the company's office in t Commonwealth Trust Building. Anoth point of advantage to the dealer is th only one merchant of a kind is giv the privilege of using the stamps in given territory. The company obligat itself to do house-to-house canvassi in order to interest the housewife Cash Saving Stamps, so as to indu them to deal with givers of the stamp —Advt.

Weekly Window Display Suggestions

Memorial Day Suggestion.

First cover the entire rear of the window with pale blue crepe paper. Now make an extra raised floor of boards on the bottom of the window, about six inches high over the entire floor, with the exception of a space about a foot or more wide, which will represent the brook. To make it more realistic, fill the space with long flat tin pans filled with water and cover the bottom of them with sand and pebbles, with a large stone every once in a while. Cover the extra floor boards with real moss or sod, but if this is impossible, use artificial. Slope this well over the edge of the brook to hide the rims of the pans and to make the brook appear winding. Arrange some daisies and buttercups on wire stems in the grass here and there. Leave a space large enough to spread a white cloth on the boards, and on this place tomatoes, eggs, jellies, cakes, fruits, bread, wooden plates, a few spoons, knives and forks, making it look tempting. Near it place a chip basket, with salmon, sardines, crackers, olives, pickles, etc., in it. In the left corner of the rear arrange a large branch to represent a tree, with some pink paper blossoms on it. Hold the branch in place by putting invisible wires around the tree fastened to nails in the side of the wall. Suspend three artificial birds from the ceiling with very fine blue silk thread. Make a rustic fence of saplings in an empty space toward the rear and make a neat placard with "Picnic Supplies" on it, sticking it in the grass in a conspicuous place.

Below are shown the links in the Westfield chain—the magazines, 103 newspapers, moving pictures, lectures, food shows, window displays—all to be used for your store thru the medium of the transparent sign.

This Makes Your Store the Stopping-Off Place

We're getting people *moving*. Moving in a certain direction—towards the grocery shop displaying a Westfield Window Sign. Intent on *buying*. Buying the goods grouped below.

Will they stop at your door and buy in your store, or will you idly permit them to pass you by to that other store further down the street?

The stop, halt and enter signal is the sign pictured above. Place it on your window and steer all these willing buyers right towards your cash register. The sign costs nothing. To be without it is then an expense.

Two million homes reached by the Ladies' World and McClure's Magazine are being made Westfield Pure Food Homes by Prof. Allyn, by the editorial columns, by the advertising columns, and are being made to look for the Westfield Sign. Some of these people pass your store.

103 newspapers (your local paper among them) repeat the work of the national publications in making the Westfield Sign important—only your newspaper brings it just so much nearer to *your locality!*

In the movie theatres, a two-reel picture boosting Westfield Standards and the Westfield Sign is getting right down to your neighbors.

Then continually, food exhibitions, cooking school lectures, food shows, etc., are being held by the prominent club women everywhere. *To these people the Westfield Sign means Pure Foods and Satisfaction.*

A postal or letter to Dealer Service Department, McClure Publications, Inc., McClure Building, New York, will bring you a copy of the Westfield book of Pure Foods and a Westfield Transparent Sign for your windows.

Push these Products and profit by their advertising

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

Letting Off Some Steam About Religion.

I'm going to say something this week about a couple of darned fools I met last week. Ever since I heard this I've been loading up steam and now it's all got to come out. I'm going to feel a heap better in an hour or so, because I've had nobody to unload this on except you fellows and the time ain't come to do it until now.

I know a fellow that has a good big dry goods store in a town that I make every once in a while. He ain't a customer of mine—I wouldn't have the nerve to talk about a customer the way I'm going to talk about him. He's a darned fool if there ever was one. In fact, he's a double darned fool and he dassn't take it up. I can lick him with one foot tied behind me.

He had a buyer who is one of the cleverest chaps, when it comes to buying, that you could find in a thousand mile walk. He can smell a good buy for forty miles. Some of the people that have goods to sell ain't stuck on him a whole lot, because he's a better man than they are in a deal. Don't get the idea there's anything dirty about his buying—there ain't—not a thing. Everybody says that.

Not long ago this fellow got a chance to go into business for himself. He didn't want to take it, because he was well fixed where he was and he had no responsibility. So he went to his boss and told him about it, and said he would throw up his chance to go into business for himself, and stay with him, if the boss would do one of two things. Either raise his wages to a certain figure, or sell him a little interest in the business.

The boss himself told me about this, so I know what I'm talking about.

"Which did you do?" I said.

"Neither one."

"Why, didn't you want him?"

"Yes, I wanted him. He's the best man in his line I ever knew. I didn't feel like doing any more for him because he's a Jew."

"Say that again," I said. He said it again and explained it.

"I didn't feel like putting a Jew any further ahead in my business," he said. "People might not have liked it."

"You're going to let him go then, are you?" I asked.

"He's gone," he said. "Went last week."

Now I had no invite to tell him to his face what I thought of him, so I waited till I got out of hearing and then told him.

"You blamed ass!" I said. "You infernal old mutton-headed fool! To lose a bang-up man that you can't replace, because he's a Jew! Oh, Lordy, but you sure belong in the idiot ward, but if you went there the other idiots would probably feel they were too intelligent to chum with you. Gee whiz! Gee whiz!"

Wasn't that the plumb dippiest thing you ever heard of?

The other case was about a customer of mine. He has a grocery business and it's a big one. He has two stores and he runs one himself and has a manager for the other. His old manager died and he had to find another. He had two fellows he could have put in there—one was a No. 1 man and the other fellow was all right, but not in it with the other. I'd class him as a first-class No. 2 man, but I always looked on the No. 1 man as a peach.

He decided he'd put the No. 2 man in as manager, and No. 1 got mad and left, because he had a right to think he was going to get the next chance that turned up in that business. The boss told me about it himself.

"Why didn't you put in No. 1?" I asked him. "Looks to me like he was just the man."

"He was a Catholic," he said.

Now only the week before I'd heard about the Jew case, and I saw red right away.

"For the love of Mike what's that got to do with it?" I yelled. "He was a good man in every way, wasn't he?"

"He sure was."

"Then what did his being a Catholic have to do with it? Ain't a man got a right to be a Catholic if he wants to?"

"I didn't know how the people up there might take it," he said.

"Well, you ought to get board in some dippy house!" I said. "I known you for ten years, Jim, a by George if anybody'd told me y could do a fool thing like that have told 'em it was impossib Why, what was you thinking anyway?"

D'ye know, I was het up over th all day long. If somebody else h unloaded a case on me just th where he'd turned some good m down because he was a Baptist, have done bloody murder.

Listen here. I've knocked against all sorts of fellows, Jew and Catholics, and all the oth kinds, and I say to you that the are just as many good Jews as th are good Gentiles and just as ma good Catholics as there are goo Protestants. I'd no more say wouldn't do business with a man b cause he was one thing or the othe than I would because he was bow legged. What kind of a *man* is h that's the only thing. The fello that looks at anything else is blooming ass.

I feel better now than I have fe a whole week. THE STROLLER.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Don't Shake the Berries.—It's bad enough to have a thinkless customer shake the berries in the box, but when a fully grown employee does it—ye gods.

You can show the contents of the box by tipping it over on both hands. Never pick any of the fruit out for the purpose of showing the quality underneath. But above all things, avoid the shaking business. A man isn't really right who will do such a thing. The commonest sense should tell him that the least disturbed this fruit is the better it is.

* * *

Don't Count the Clothes Pins.—Yes, you will still see some clerks count clothes pins. One hundred regular pins weigh 2⅛ pounds, and that ends it.

* * *

Don't Gauge the Spinach.—Measuring spinach is a thing of the past. We used to measure *at* it. Maybe you'd lose and maybe you'd gain. It would depend largely upon how busy the clerk was.

The temptation to gauge this article is common. The excuse being that a 20-pound bag will hold a peck and no more. But it can be made to hold a great deal more or a great deal less, so that weighing your stuff again proves the right method. Fifteen pounds to a bushel spinach is right, and your 20 pound bag should weigh 3¾ pounds.

* * *

A Youngster's Break.—The youngest delivery clerk had been sent back of the cheese counter for something. A that moment a boy asked him for "Two pounds Swiss cheese in one piece." His reply was "he had no time." The boy went to another store, got his cheese and told his father the circumstance. Naturally, the father was provoked. He switched his whole business over to another store.

* * *

Let every boy and every young man who is getting experience be very careful in their replies. It takes very little to give offense, and once given you may be sure it will be made more and more serious as it is told and retold.

Keep this in mind: In your answers to all customers, young or old, let your desire be to have the person feel *pleased.*

Clerks should be most particular in training new boys to answer politely and insisting on the same politeness from all employees who may be engaged outside, but whose work sometimes takes them back of the counter.

We Want to Say a Word to You About Rennet

Summer—the big Rennet selling season, and incidentally the most trying Rennet season—is about here. Are you fixing to make some money out of ***Liquid Rennet*** this year?

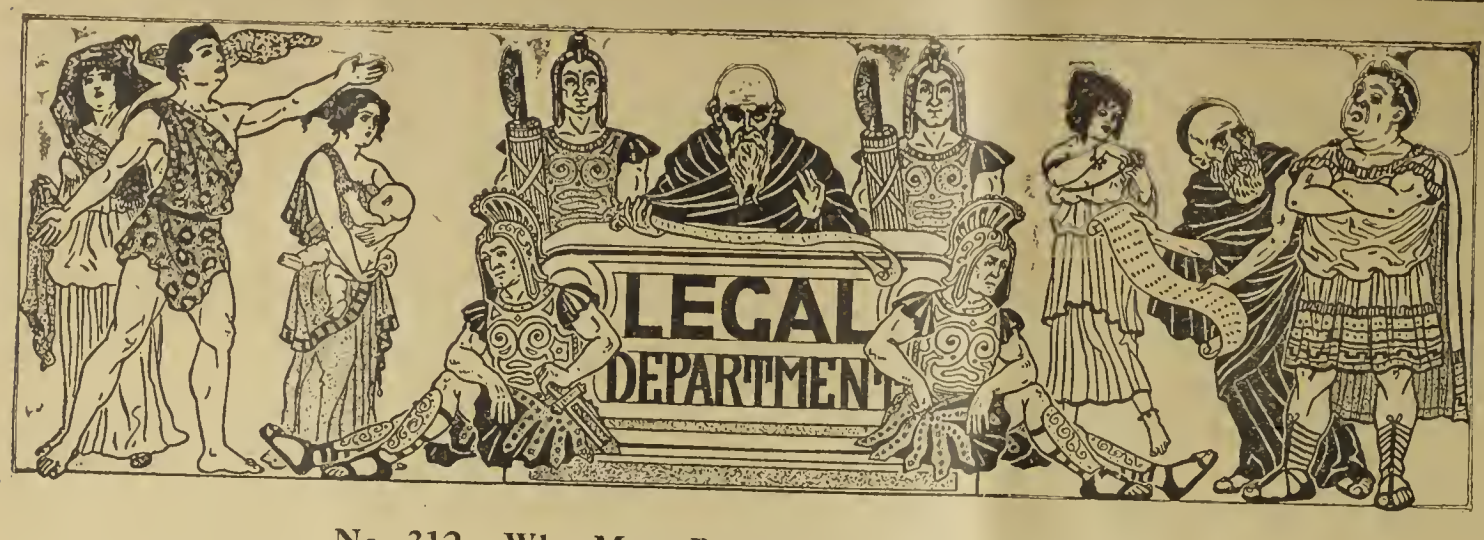
The Rennet to sell is the Rennet that will do its work quickest and best, the Rennet that keeps best and that pays you the best profit. In other words ***Shinn's Liquid Rennet*** is the cleanest Rennet made in all the United States.

Impatient cooks can never growl at ***Shinn's Rennet***—it makes junkets, curds and whey in two to five minutes.

So much for its work and its quality. As to your profit, it's an even hundred per cent. Are you satisfied not to sell a creditable money-making little thing like this?

SHINN & KIRK

1400 Spruce Street :: :: Philadelphia, Pa.



No. 312.—Who Must Bear the Loss of This Fire?

This most interesting case is submitted to me by an Ohio reader of these articles. It is not only interesting, but typical of a condition that may arise in any business without a moment's notice:—

Cincinnati, Ohio.

If consistent with your plans, please let us and other readers have your opinion on the following case, which has just occurred in our business. About 10 days ago we placed an order for certain merchandise with a manufacturer in Pennsylvania. The goods were to be shipped on May 12th, and we had received word that they would be shipped promptly at that time. Yesterday we received a letter from the manufacturer in question, stating that he had a fire, which had destroyed a part of his plant, and that our shipment had been completely destroyed. The letter ended with the most astounding statement that "unfortunately, the loss must fall on you." We had never heard of such a case before and at once consulted our attorney, who is looking the matter up now. We should like to have your opinion on the subject, for we cannot believe that under the circumstances we will have to pay for these goods, which will amount to about $950. Please use no names.

Yours,
R. E. & Co.

I admit this looks like a hardship, but nevertheless it is quite possible that this correspondent may be liable for the goods. I will discuss the subject generally, so that he may apply it to his own case.

Where the loss falls in this case depends on whether title had passed to these goods. If it had passed to the buyer, the loss is his. If it had not passed to the buyer, it of course was still in the seller and the loss is his.

Whether the title had passed to the buyer, depends on facts which are not given to me. I will state, however, what facts would pass title.

I assume from this correspondent's business that the goods ordered did not have to be made specially for him, but were a part of the manufacturer's regular product. The law is somewhat different where the goods have to be specially made for the buyer, as I will explain further on. I will assume then that when the order was received the manufacturer simply then or later filled it or intended to fill it out of regular stock on hand.

If at the time of the fire the goods to fill this order had been separated from the mass of stock, and set aside for this buyer, and if they were all ready to ship—nothing more to be done on them except to ship them—then I should say that title had passed and the loss was the buyer's. This provided it was not a cash transaction. In spot cash transactions title does not pass until the cash is paid.

But understand clearly that the goods must have actually been set aside or separated in some way, and must have been ready to ship. If they were still a part of the manufacturer's general stock, title would not have passed even though they were paid for. There is a well-known case in which a buyer ordered nine hundred tons of iron and paid for it in advance. The foundry was destroyed and the question arose—whose was the loss? It was decided that it was the seller's. Although he had gotten his money, the title to the nine hundred tons of iron had not passed to the buyer because it had not been separated from the mass of iron in stock.

Besides being separated from the mass, something else must also be true—nothing else must remain to be done to the goods before they are shipped. For instance, suppose a packer of canned goods sells a thousand cases of tomatoes. All the cans necessary to fill the order have been piled up by themselves on one side of his factory, but they still have to be put into cases. In case of fire the loss is on the packer, because while the thousand cases were separated from the mass, something still remained to be done on them. Title cannot pass until the seller completely performs his contract, which he would not do until he had packed his goods in cases ready to ship.

There is one exception to the rule that title does not pass until the goods ordered are separated from the mass—grain. All States agree that the owner of a part of a mass of grain has title to it and can part with it without separation from the mass. And a few States (Florida, Iowa, Kansas, Minnesota, New Jersey, New York, Texas, Virginia and Wisconsin) have some cases which hold that where the sale is of a part of an *identified* mass, no separation is necessary in order to pass title. For instance, in one Virginia case a man sold 119 barrels of flour out of a definite lot of 123 barrels. Before delivery, or even before the 119 barrels were separated from the 123, there was a fire, and the question whose was the loss arose. The court said it was the buyer's, for the sale was one of a part of an identified mass and title had passed.

This, however, is not the weight of authority, and in all other States the courts would hold in the flour case that as there had been no separation of the 119 barrels, title had not passed and the loss was on the seller.

I should show the distinction that exists where the goods to fill an order are to be specially manufactured. In that event of course title does not pass until they are completely finished, and not even then if the buyer is to have the privilege of examination before acceptance. If in the Ohio case the goods were to be specially manufactured, no title would pass until first the manufacture was complete, and second the goods had been inspected and approved by the buyer.

(*Copyright, May, 1915, by Elton J. Buckley.*)

NOTE.—Requests for information this department should tersely set o in full all the facts bearing on the cas and all questions should be careful framed to avoid misconstruction. Wri on one side of the sheet only. Lette should be received at this office n later than Tuesday of each week to e sure an answer in the Monday's issu following. The signature and addre of the writer must accompany all i quiries, and will be published unle there is a request not to do so. A inquiries received will be answere without charge. Address all commun cations to Legal Editor "Modern Me chant and Grocery World."

We Can't Sell Russian Caviar on Account of High Prices.

A number of Russian dealers in fis products have received a circular le ter from American caviar dealers whic states that Russian caviar of the sprin catch of 1914, purchased for the Ameri can market, has remained unsold, ow ing to the high prices that had to b paid for it in Russia; that, in addition the American sturgeon catch for las year was very abundant; and that th United States has, therefore, more tha a year's supply of caviar. The circula continues, in substance, as follows The European trade in Russian caviar has practically stopped, and it is ex pected that a considerable part of the caviar produced in 1914, which is us ually exported to Western Europe, wil be added to the American supply. The importance of the loss of the continental markets has become evident now, when caviar of white sturgeon fetches only 71 cents per pound, whereas in 1913 it was sold at $3.71 per pound. American caviar dealers consider it advisable for caviar production in Russia to be discontinued in 1915, or at least limited, so far as possible, to the domestic market, Russian producers, however, are of the opinion that the American view of the situation is based on data relating to the first weeks after the declaration of war. Since then the market has shown constant improvement and the present situation is not unsatisfactory. A brisk trade was noted during January and the Astrakan dealers disposed of a considerable part of their supplies. The present average prices of caviar in Moscow and Petrograd are not lower than the average prices of the last two years. As the demand for caviar is not diminishing, it is to be expected that the Russian caviar producers will not suffer too severe losses from the temporary interruption of exports. It must be observed also that the market decrease in prices that took place at the beginning of the war made caviar accessible to wider circles of the population, and thus extended the market for this product.

Strawberries are a glut. They are done in Florida, but are coming from everywhere else, including the first few from Jersey. The latter brought 12 cents, but the others range from 3 to 10 cents.

Everybody Knows Them

Knight's Flavoring Extracts have been pleasing epicures throughout the United States for fifty-nine years. The name Knight on an extract package is a stamp of excellence. Thousands of families can be induced to use nothing else. Most grocers sell them; if you don't, do so now and you will find that the goods not only sell themselves, but that your extract trade will increase. You cannot make a better profit on any first-class brand.

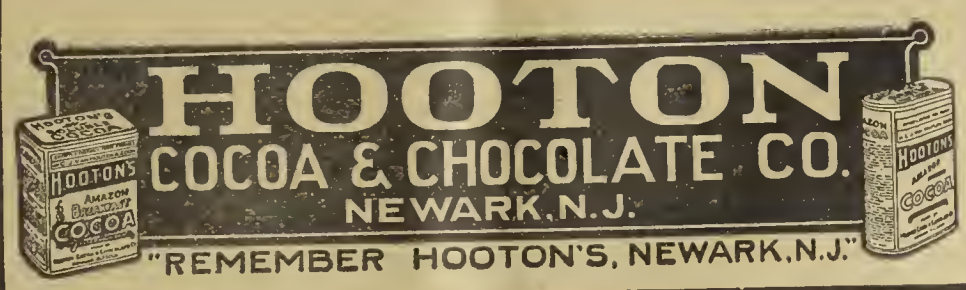
KNIGHT
Cooking Extract Co

No. 211 ARCH STREET

PHILADELPHIA, PA.

When You Sell Hooton's Cocoa

you can depend on the **Fine Quality, Rich Flavor** and **Big Money's Worth** to **please** your customers and bring them back again and again. On account of this steady-selling, repeating quality of **HOOTON'S COCOA,** we are able to make you an introductory offer so much to your advantage, it will pay you to write us for particulars.



Babbitt's Best Soap

"BEST SINCE GRANDMA'S TIME"

This soap has been the standard of quality and value for over half a century. It has the benefit of BABBITT advertising and BABBITT reputation in addition to established consumer good will. No grocery stock is complete without it and no soap sells as easily or as steadily. Your customers know BABBITT'S BEST SOAP, and they know the Trade Marks are good for beautiful and useful presents, so it will sell on sight if you keep it displayed.

B. T. BABBITT, Inc.

NEW YORK CITY

Coffee Sermonettes

No. 7—Age in Coffee.

TEXT: "Age cannot wither—nor custom stale."—*Shakespeare.*

That's one thing you want to remember about green coffee. Age cannot wither it—the older it is the better.

Sometimes you hear people say, "Why is it we can't get coffee to taste as it used to years ago?" The reason is that coffees to-day are not aged as they were formerly. It costs more to carry them. Competition is rather one of price only, not cup quality—more's the pity.

But if you are particular, if you are a believer in cup quality, you'll be interested to learn that we have several lines of old crop coffees which are well worth the slight advance we ask for them, because they will impart a mellowness—a richness—to your blends that will bring the consumer back to your store *every time.*

And don't forget we are tea specialists as well as coffee experts. Buy teas now and push them intelligently. Others are doing it. Why not you? Prices must go higher. Try us on samples. Try us for survival value and for personal service. You'll not regret it.

The

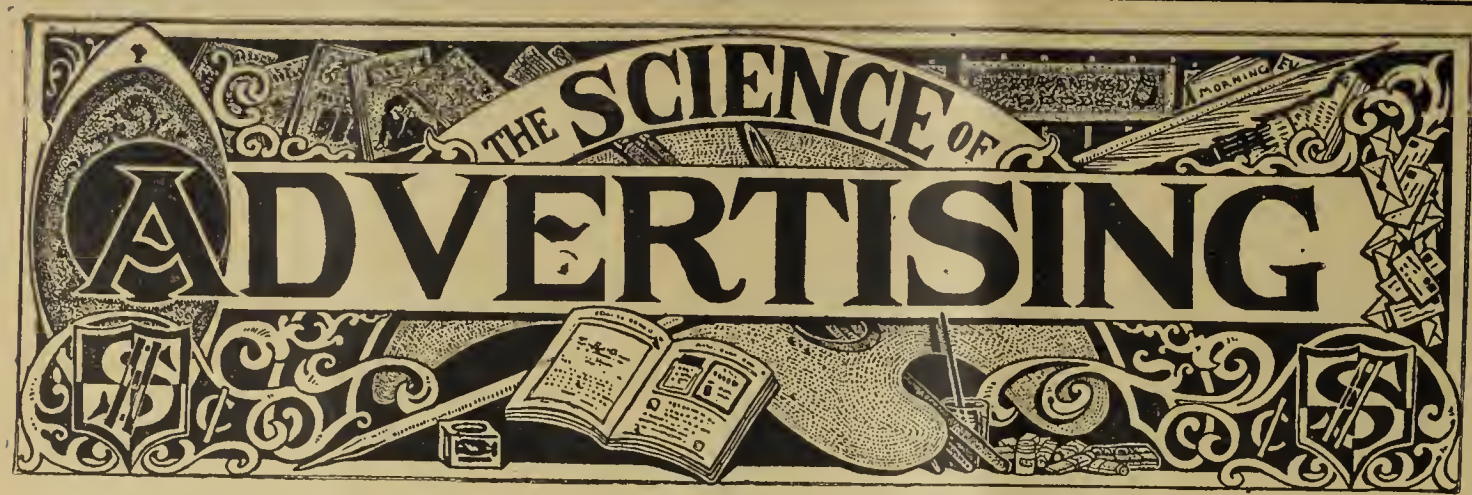
William B. Harris Co.

Cup Quality Experts

Teas, Coffees, Spices

65 Front Street New York

(Copyright)



Brighton, Mass., April 29, 1915.
Editor "Science of Advertising."

Dear Sir:—We are inclosing a copy of a circular which we are issuing weekly to try and stimulate more interest in the cash sales of our store.

May we ask if you will reply to us in person, or publish the criticism of the same in the "Modern Merchant and Grocery World"?

Thanking you in advance for the favor, we are, Yours truly,

CENTRAL MARKET.

The circular enclosed was a card 5½ x 7 inches, printed on both sides. I think if I were Mr. Horrigan I would rather have the whole advertisement on one side of the sheet, which would of course require a sheet about twice this size. It looks crowded now. I reproduce one side only:—

Central Market

BOSTON PRICES---MINUS YOUR CARFARE AND TIME

Think it Over

Issued Weekly | TUESDAY, APRIL 27th, 1915 | Card No. 1

WEEKLY SPECIAL

Lettuce
fresh every morning
5c. per head

SPECIALS
FOR WED., APRIL 28th

	Per lb.
Morris Hams	16c
Sliced "	28c
Beef Liver	12c
Silver Skin On'ns	5c
Spinach, per pk.	25c

When we advertise goods at a price we HAVE THEM at the price advertised. We do not substitute

THE DAY'S BUSINESS AND HOW IT IS JUDGED

In some stores the day's business is judged by what the cash register shows--"Dollars and Cents." THIS STORE, to be a little different from the rest, judge our day's business by how well we have served you; and how good the quality of the merchandise we have delivered to your home.

It is our business policy to give our customers prompt and efficient service and reasonable prices. We believe our customers appreciate this service, and that our satisfied customers are our very best insurance for permanent success.

If saving Dollars and Cents interest you we invite you to take advantage of the SPECIAL PRICES quoted on this card for each day of the week. We guarantee the quality to be FIRST-CLASS in every respect, even though the prices quoted are much less than you have been in the habit of paying.

Central Market
358 Washington St.
'Phone Brighton 15
Open from 6 a.m. to 6 p.m., excepting Friday and Saturday

WEEKLY SPECIAL

Cucumbers
No. 1 Quality
8c. each

SPECIALS
FOR THURS., APRIL 29th

	Per lb.
Hamburg Steak	15c
Good O'lly Fowl	20c
Corned Beef Flank	8c
Rib and Rolled Stickers - -	11c

The store that sells the BEST QUALITY GOODS at the LOWEST PRICES

I confess I don't like the typographical appearance of this card. Those narrow little columns on each side are so crowded that it has been necessary to leave some of the letters out of the words. It would have been better to run the introduction clear across the sheet and set the other paragraphs in two columns instead of in three, like has been done on the other side, which I do not reproduce. As I see it, this card, particularly the side which I reproduce, is too small, too crowded and not easy to read. I repeat that I should increase the size, print the whole thing on one side, set the introduction the full width, and divide the balance into two columns instead of three. I would also use less boldface type. The line "Weekly Special" should only be used once, and both cucumbers and lettuce should be put under it; no use for wasting any space where there is so little as there is here. I think this advertisement would have been strengthened if the regular prices of the specials had been given in every case. I don't understand why everybody can't see how important it is, when you are advertising what you say is a bargain, to *show* it is a bargain by giving the regular price of it.

My judgment is that as a trade-pulling advertisement, this would be stronger if less space was given to general talk about the excellence of the goods and the service, and more space were given to making the goods advertised seem desirable. Take the side of this card which I reproduce. More than half the space is given to generalizations, and the balance to the real advertising. I should have cut the general talk down to about half, leaving out the panels at the bottom of the first and third columns absolutely, and then saying something persuasive about the goods, instead of giving prices only. There isn't an article named on this card but would stand a talk and be stronger for it.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Pennsylvania Organization Notes.

The Merchants' Credit Bureau of Johnstown held a successful luncheon on May 11th.

* * *

Sunbury merchants are planning a trade boosting excursion by automobile to cover three counties in the middle of June.

* * *

The Berwick Association is arranging for a special "Dollar Day Sale." Thirty-one new members have been added to the roll in the past 30 days.

* * *

The annual meeting of the Washington Board of Trade will be held on June 1st. Some good speakers have been engaged for the occasion.

* * *

Arrangements are being made for the semi-annual convention of the associations in the Lehigh Valley. The date has not been finally decided upon, but it is expected to be late in May or early in June. It will be held at Allentown and the associations at Allentown, Slatington, Lehighton, Pen Argyl, Stroudsburg, Bethlehem and South Bethlehem, Easton, Nazareth and Northampton will participate.

* * *

The Sunbury Association is about to test a city ordinance which places a heavy license fee for auction sales. The city authorities having refused to act in a recent alleged violation of the ordinance the association voted to take the matter up.

* * *

The Organizer was the guest of the Nanticoke Association on May 10th. Over 100 merchants were present. After the routine business had been disposed of the Organizer made an address. The association is one of the best in the State. New members are being added at each meeting and the organization takes an active interest in civic affairs. It has been instrumental in providing a number of public playgrounds and is keenly interested in a project for annexing adjoining boroughs, so as to make a greater Nanticoke.

* * *

On May 11th the Organizer was the guest of the Honesdale Association at a special meeting held at the City Hall. There was a large attendance. It was a booster meeting and it is the intention of the members to put on an active membership campaign, so that every merchant in the town will be included in the membership. The association numbers 60 members and has been instrumental in effecting many trade reforms. The joining together of the Board of Trade with the association is talked of.

* * *

The Inland Grocers' Co. of Altoona is an active body of grocers, numbering about 65 of the best grocers in the city. The Organizer was the guest of this association at a banquet on May 13th, held at Schmitt's Hotel. Other guests included Chief Sweeney, of the Bureau of Weights and Measures, who explained very carefully the provisions of the law. H. E. Nash, president, acted as toastmaster. The Organizer made an address. It was an enjoyable event, made doubly so by the courtesy and hospitality of the members, who certainly are bound together in ties of fraternity and good will.

* * *

To merchants everywhere in the State we say organize. Our ambition is to see the Keystone State the best organized State in the Union. Get together. Stay together. Work together. If the Organizer can assist you call upon him. He will serve you freely. His services are yours. It is part of the Pennsylvania Plan to help you organize.

It Certainly is a Beauty!

That expression has been applied to the label H. J. McGrath Co., of Baltimore, put on their "Champion" Brand Spinach. What is of more value, the beauty of the label is excelled by the quality in the can. No better spinach packed than "Champion" Brand.—Advt.

Modern Merchant

AND

Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LIX. PHILADELPHIA, May 31, 1915. No. 22.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE

GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Bell { Filbert 3286 / Filbert 3287 — Keystone, Race 746

Private Exchange.

All Checks and Drafts payable to the Grocery World Publication Co.

An independent journal published exclusively in the interests of modern merchants of all classes.

ELTON J. BUCKLEY, Editor.

DAVID EZEKIEL, Advertising Manager.

Subscription Rates, Including Postage, Payable in Advance:

PER YEAR

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To Great Britain and Continent of Europe and Asia	4.50
Single Copies	.10

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Have Chain Store Druggists a Right to Enter the Grocery Field and Cut the Life Out of Prices?

Riker-Hegeman Co. Chain Store Druggists, Cut Three Staple Brands of Laundry Soap to Far Below the Regular Retailers' Cost. Manufacturers of Brands in Question are Asked If They Cannot Stop It. Their Reply.

The Philadelphia daily papers of last week contained a large advertisement of the Riker-Hegeman Co., chain-store druggists, who frequently sell groceries. At the top of it was this:—

Riker-Hegeman Reliable Drug Stores

SEMI-ANNUAL

SOAP SALE

60,000 Cakes for This Sale

Riker's Soap Sales are money-saving events which all economical housekeepers are quick to take advantage of.

For this sale we have made many special price reductions and several very attractive combination offers.

Toilet Soaps

Ivory, small.
Fairy, small.
Copco, small
Sapolio, kitchen or hand;
four for.....25c

7 for 25c

Babeskin; box of 3.....15c
Colgate's Allround; box of 3.....25c
Cuticura; box of 3.....50c
Glenn Sulphur, box of 3.....50c
Kirk's Jap Rose, box of 3.....20c
Munyon's Witch Hazel; box of 3.....20c
Packer's Tar; box of 3.....40c
Physicians' and Surgeons'; four for..25c
Resinol; box of 3.....50c
Palmolive; five for.....35c
Woodbury's Facial; box of 3.....50c
Colgate's Coleo; box of 3.....42c
Pear's Unscented; 3 for.....30c
Johnson's Foot; 3 for.....50c

Of course no ordinary grocer could dream of meeting these prices. All these soaps except Sapolio sell at wholesale at $4 per 100 cakes—4 cents a cake or 28 cents actual cost for seven cakes. Sapolio wholesales at $9.50 per gross, or about 6⅔ cents a cake—26⅔ cents actual cost for four cakes. Not by any plan whatever could the average retailer meet such competition, if he is to pay the regular wholesale price for these products.

The "Modern Merchant and Grocery World" accordingly wrote the following letter to the Proctor & Gamble Co., the N. K. Fairbank Co. and the Enoch Morgan's Sons Co., manufacturers of the four soaps cut by the Riker-Hegeman Co. The same letter went to all, only names and prices being changed:—

Philadelphia, May 21, 1915.
Enoch Morgan's Sons Co.,
New York City.

Gentlemen:—The Riker-Hegeman Co., who have a retail store in this city, are to-day advertising conspicuously in the daily papers your Sapolio at the rate of four cakes for 25 cents. Of course, you are aware that the regular wholesale price of this size of Sapolio is about 6⅔ cents per cake, which naturally makes it impossible for any ordinary retailer, who is paying $9.50 per gross, to compete.

Not only is it impossible for him to compete, but this advertising involves him in all manner of unpleasantness with his customers by way of explanation and defenses as to why he cannot meet the drug company's price.

Is there no way in which you can prevent this wholesale slaughter of your products, which is so disastrous to the general trade?

Very truly yours,
GROCERY WORLD PUBLICATION CO.

The following replies have been received:—

Cincinnati, May 26, 1915.
"Modern Merchant and Grocery World."

Gentlemen:—We have your favor of May 21st, calling our attention to the fact that the Riker-Hegeman Co. are advertising Ivory soap in Philadelphia at the rate of seven cakes for 25 cents, and asking if there is any way in which we can prevent this unwarranted procedure.

In reply would say that unfortunately there is no way in which we can prevent any dealer from offering our goods at any price that he may see fit to make—at least, so we are advised by counsel.

We regret exceedingly that we are not in a position to meet this situation more satisfactorily, but the construction now being placed upon present laws by the courts seems to preclude the possibility of our taking any action that will result in the discontinuance of these unfair trade practices.

Yours very truly,
THE PROCTER & GAMBLE DISTRIBUTING CO.

May 22, 1915.
To the Editor.

Dear Sir:—We thank you for your letter of May 21st, calling our attention to the Riker-Hegeman Co. selling Sapolio in Philadelphia.

You are assuming that the retailer pays $9.50 per gross. It is not likely the Riker-Hegeman Co. pay anything like this price, but as the law forbids our fixing the retail price, it is beyond our control, as the wholesaler can sell at a loss if he sees fit.

Yours truly,
ENOCH MORGAN'S SONS CO.

Up to the time of going to press, the Fairbank Co. have not responed.

Of course within itself the grocery trade has price-cutters, and it will always have them. The galling thing about this is that *druggists* can be allowed to push their way into the grocery field and destroy it.

Thomas P. Hunter, Founder and Chief Owner of the Acme Tea Co., Dies at 54.

Remarkable Example of Man of Humble Beginnings Winning Success Early in Life in a Strange Land. Cause of Death a Complication of Heart and Stomach Trouble.

Thomas P. Hunter, founder and principal owner of the Acme Tea Co., died at his home near Philadelphia last Tuesday, of a complication of heart and stomach disorders. He was only fifty-four years old, and his death was unexpected, though his illness, which had lasted several weeks, had from the beginning been regarded as serious. Mr. Hunter was buried on Friday from his town house 1826 Rittenhouse Square, all of the Acme stores being closed on that day.

Thomas P. Hunter was in many ways a wonderful man. He was entirely self-made and came of humble beginnings. He was born in the County of Antrim, Ireland, and it was there, as a boy, that he learned the first rudiments of the grocery trade. In 1880, at the age of 19, he came to America and located in Philadelphia. He had little money and found employment in a grocery store. For five years he worked in various stores in this city, and in 1885 he opened a small grocery store of his own at No. 1644 Germantown avenue, which store is now known as No. 1 of the near 400 stores that have since been established in Pennsylvania, New Jersey and Delaware.

Instead of immediately enlarging this store he used the accumulating profits in opening other stores in different parts of the city. It was practically the beginning of the chain-store development in Philadelphia. The methods of Mr. Hunter as applied by him brought immediate success in every new store and in 1900 the company was incorporated under the name of the Acme Tea Co. according to the Pennsylvania laws. The name was taken from that of his first store. The corporation remained under the direction of Mr. Hunter, and in the last ten years the Acme stores have spread to almost every town of any size in Eastern Pennsylvania and Southern New Jersey.

The business is now the second largest grocery chain-store business in the United States and does several millions of dollars annually. It occupies a very large plant and warehouse of its own at Fourth and Willow streets. Mr. Hunter always held the bulk of the stock and is supposed to have been several times a millionaire. His summer home at Coolkenno near Haverford, which is named after his old home in Ireland, was worth $750,000. Mr. Hunter's death will make no difference in the Acme Tea Co., as it is a corporation, with a strong executive force.

The Grocers' and Importers' Exchange, of which Mr. Hunter was a member, adopted the following resolutions:—

Philadelphia, May 27, 1915.

At a special meeting of the Grocers' and Importers' Exchange, held this day, the following was presented and unanimously adopted:

Resolved, That in the death of Thomas P. Hunter this Exchange record its sense of deep regret in the loss of one of its valued and honored members; a man of strong initiative and unusual force, his activities have left a deep impress upon affairs of the community at large.

Resolved, That in the passing away of our distinguished fellow-member, it is fitting that proper expression be given to the unique and eminent position he occupied in the business world. Beginning his career unaided, but endowed with high qualities of industry, thrift and

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Full face, not quite life size

Side face, not quite life size

If You Know a Bargain When You See One, Look at This

¶ We aren't ordinarily in the merchandise business here, but a watch chance has happened to come our way, and it's so splendiferously good that I proposed it be passed on to you.

¶ A *good* open-faced gold-filled watch, thin model, clean built, thoroughbred, made by the famous Knickerbocker Watch Company, of New York, one of the big watch people of the United States.

¶ I get more enthusiastic about this watch ever time I look at it. It's one of the classiest-looking timepieces I ever saw. One of our staff here has been carrying one for four years and it's been taken several times for a $100 watch. You can't tell the difference at all.

¶ Now understand, it won't keep time quite as well as a $150 chronometer, but it *will* keep time well enough for all your purposes or mine.

¶ The manufacturer's guarantee is one of the biggest things about it:—

¶ The movement, a seven-jewel, adjusted, lever movement, is *guaranteed for five years,* not for one year like other watches.

¶ The case is made by the well-known Illinois Watch Company, and is extra heavy, dust and moisture proof. It's *guaranteed for ten years*. Dials either plain white or gold.

¶ We can sell you one of these watches for **Six Dollars,** but you must send the money with your order and also send ten cents for postage. We can't trust anybody on this deal—for it isn't a money-making scheme—we're doing it simply to pass along a good thing to you.

¶ If you don't like the watch after you see it, send it back and we'll return your money. You never had a chance like this before in your life. Address

JIMMY MANDER Special Stunt Man of the "Modern Merchant and Grocery World"
927 ARCH STREET : PHILADELPHIA, PA.

31

Sell nationally advertised products in order to get the benefit of the advertising done for them, and if the profit seems small in a given case, put your shoulders to the wheel and sell so many that you will get your profit on volume.

You will find this a much better plan than trying to get a larger profit out of unknown brands.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills. "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

business acumen, he developed and established a business of great magnitude, the pioneer of its kind in this country. May it long remain as a monument to his sagacity and steadfastness of purpose, and may the force of his example ever continue to inspire weak hearts and doubtful minds; be it further

Resolved, That a record of these resolutions be spread upon the minutes and that a copy be sent to the family and to each of the Philadelphia newspapers.

CHARLES S. CALDWELL,
Chairman,
CHARLES Y. FOX,
W. W. FRAZIER, JR.,
WM. J. GRAHAM,
A. P. IRWIN,
Committee.
CHARLES D. JOYCE,
President.
Attest:
JOHN E. POORE,
Secretary.

Here Is a New Product to Use Like Corn Meal or Even Wheat Flour.

Soya Flour, the Government Says, Could Be Sold for Either Purposes. New Plan to Stop Enormous Egg Waste. Plan to Increase Use of Honey. American Cheese Coming Into Its Own Again.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
May 27, 1915.

Experiments conducted by the United States Department of Agriculture with soy bean flour indicate that it may be used in much the same way as cornmeal. Although the soy bean (also called soya bean) has been grown for more than twenty-five years in this country, it has been used almost exclusively as a forage crop. As a coffee substitute it has been placed on the market at various times with but little success, although it compares very favorably with some substitutes now used quite extensively. In Germany and England the use of the bean as human food is becoming important. In England bakers have put on the market a soy bread made from flour which is 25 per cent. soy meal and 75 per cent. wheat flour. Soya "biscuits" or "crackers" are also for sale all over England and, like bread, are very palatable.

Soy bean meal or flour has been marketed to some extent in the United States for use in invalid dietetics in cases where it is desirable to limit or lower the amount of starch used. It has not, however, as yet been on sale in quantities or at prices which would lead the housekeeper to use it as a substitute for wheat flour, though there is every reason to believe that it can become a common market commodity for such uses if there is a demand for it.

* * *

A co-operative plan to reduce the enormous waste now caused by the careless marketing of eggs is outlined in Farmers' Bulletin 656, "The Community Egg Circle," which has just been published by the United States Department of Agriculture. It is estimated that under the present haphazard methods of gathering and marketing eggs nearly 8 per cent. of the country's output is a total loss. Since the annual production of poultry and eggs in the United States is valued at more than $600,000,000—a sum equal to the value of the hay or wheat crop—the importance of reducing this loss is obvious.

The individual farmer too often regards his eggs as a mere by-product to which it is hardly worth his while to devote himself seriously; in consequence he is inclined both to neglect his poultry and to gather his eggs whenever he happens to have a spare moment. In consequence the output of his poultry yard is not only small, but a large proportion of it has begun to spoil before it reaches the hands of the country merchants. They usually buy the eggs on "case count," paying the same price for good, bad and indifferent. The large markets, however, do not pay the same price and reject many altogether; in consequence the price per egg to the farmer is made sufficiently low to provide a safe margin and to cover the loss on eggs of poor quality.

The plan outlined in the bulletin calls for the organization of a community egg circle which should employ a manager. Each member agrees to gather his eggs daily and in hot weather twice a day, to keep them in a cold place, and to deliver none that is more than seven days old. No eggs are to be washed and the male bird is to be kept away from the flock except during the mating season.

The manager of the circle inspects, grades and markets as a whole the deliveries the members make to him. Payment is made to the members in proportion to the number of eggs of each grade that they deliver and the prevailing market prices, less their proportion of the necessary expenses.

* * *

Various ways in which the housewife can use honey to advantage are suggested in a new publication of the United States Department of Agriculture—Farmers' Bulletin 653, "Honey and its Uses in the Home." In this country honey has not been in as common use as in Europe, especially in cookery. It is, however, a comparatively simple matter to substitute it in many recipes for common sugar or for molasses, and when this is done the resulting flavor is often both novel and agreeable.

One of the great advantages in the use of honey is that cakes made with it will keep much longer than those made with sugar. A honey cake made with butter, for instance, will keep its quality until the butter grows rancid, and one made without butter will keep fresh for months. For this reason honey is especially useful in recipes that call for no butter. Icing made with honey has the same advantage, and some icing made in the experimental laboratory of the Department of Agriculture was found at the end of ten months to be as soft and in as good condition as when it was first made.

The above will probably offer a suggestion to the enterprising retailer.

* * *

American cheese, of which the exports had decreased from nearly 150,000,000 pounds in the fiscal year 1881 to less than 2,500,000 in 191[illegible] is again finding its way to foreig[illegible] markets in rapidly increasin[illegible] amounts. The half year endin[illegible] with December showed a total ex[illegible] port of over 2,500,000 pounds; Jan[illegible] uary, 1915, 3,000,000 pounds; an[illegible] February, nearly 7,500,000, aggre[illegible] gate for eight months of the curren[illegible] fiscal year being 13,000,000 pounds[illegible] or more than in any fiscal year sinc[illegible] 1907.

England is now and for many years has been the largest foreign market for American cheese. The February shipments thither included, according to recent statistics of the Bureau of Foreign and Domestic Commerce, Department of Commerce, 3,000,000 pounds from Maine and New Hampshire, 2,000,000 from New York, and 1,000,000 from Michigan, out of a total export of 7,500,000 pounds. In the fiscal year 1894 when our exports of cheese were much larger than at present we exported 61,500,000 pounds to the United Kingdom, 10,000,000 to Canada and other British North America, and nearly a half million pounds to South America. Last year's exports were distributed not only to the foregoing countries but also to Panama, the British West Indies, Cuba, China, Hongkong and other oriental countries.

HOLT.

ESTABLISHED 1869
CHAMPION BRAND 1915 PEAS
READY FOR SHIPMENT
QUALITY PARAMOUNT and GUARANTEED
Always evenly graded in size and uniform in quality; sweet and tender in clear, sparkling liquor. They have a "melt-in-your-mouth flavor" that should be tasted to be appreciated.
Ask Your Jobber for Prices
IF HE CAN'T FURNISH THEM WRITE TO
H. J. McGRATH CO., Baltimore, Md.
INQUIRIES SOLICITED

The Week's One-Time Ads.

"Every Merchant Needs This Canvas Purse" is the head of an ad. in this issue by the Fortuna Co. of Rochester, N. Y. Look it up—I want you to see it. They have a canvas purse for holding all kinds of coins, as well as bills. The thing is—when you take your money out of the cash drawer or the cash register and need to put it away in the safe for a while, sort it and put it in the right pocket in this purse and you've got it all sorted for the next time. Look at the picture—there are pockets for all kinds of money and nothing gets mixed. They'll send you one of these purses—they're only 60 cents—and give your money back if you don't like it. Go ahead and get one—you'll be glad.

JIMMY MANDER.

ntributed.

ome Things a Credit Man Ran Up Against While on the Road Adjusting Claims

hree Cases Which are Fairly Typical of the Condition of Many Retailers Who Have No Conception of the Actual Truth. Feeding the Family Out of the Money Drawer. Didn't Owe Debts He Had Given Notes For.

[The following most interesting article was written by a jobbers' credit man, from actual experiences in adjusting and collecting claims due his firm. It shows that some retailers who believe they know their own financial condition, are actually living over a volcano all the time. The moral is not to let your business have any secrets from you.—Ed.]

Did you ever go into a customer's tore and sit quietly and watch what vas going on? Much may be gained by keeping your eyes and ars wide open in such a place.

There was Mr. Jefferson who uns a big business in ————, general store, groceries, hardware, mplements, etc. A big business ut always hard up. I sat watching nd listening for what information could get. Mrs. Jefferson comes nto the store, takes several cans of ruit under her arms and goes out vithout making any notation of what she took. Then in comes he daughter of the family, a girl of fourteen to sixteen summers, pleasant to the eye, bright and active. She goes to the other side of the store where the money drawer is, opens the till and takes out what she wants, and makes no record of what she takes. Her actions were such that it was plain to the observers that this was not an unusual act, as she made no effort to disguise or cover up her doings, but went at it as if it were an every day occurrence.

She had not been gone long when her brother, some two or three years older, came in and did the same thing.

Was it any wonder that the owner of the business could not meet his obligations as they matured?

If the salesman making that town knew these things he never reported the facts to his house. But how important these facts are to the credit man.

Inquiry revealed the fact that mortgages on Jefferson's real estate were being foreclosed and still the salesman was ignorant of it, or at least insisted that the customer was good.

It is always a good thing to make some sort of an investigation of your customer's affairs if he is behind in his payments.

Mr. Smith, of Oliville, had taken his inventory and gave accurate figures as to his merchandise on hand. He gave his outstanding in round figures and when asked as to his indebtedness, he said he was "owing about $1,200." When asked if it were not more than this, he said it might possibly be $1,500, but he didn't think it was over $1,200.

An investigation then made showed that Mr. Smith was owing in one market alone about $8,000.

He would not believe it when told that he was owing about $10,000, but insisted that $1,500 was ample to cover all he owed. When questioned as to the indebtedness of $1,300 to one concern he said, "I don't owe that." When asked as to when he paid it he said, "I gave my notes for that amount and the notes are not due, so I don't owe it." When questioned as to other items on the bureau report, he admitted about $6,000 of debts but denied the balance.

Without the investigation his statement of $1,200 of liability would have been accepted and his net worth of $10,000 would have indicated him to be in good shape. But, alas, he was broke and didn't know it.

Then there was the store where the son and nephew were helpers. It looked good to see the two lads helping out the older man, and a stay of but a few minutes would have left that impression. But it was a bad stormy day and the store was warm, and not an unpleasant place to wait for the train. I waited. "Keep your ears open" is good advice. After the father and son were used to the presence of the stranger, they were not so careful as to what they did and said, and soon the father was swearing at the son and cussing him, and the son doing the same thing to his father. Upon getting the son by himself he complained bitterly because "the old man didn't give me a fair show." The boy would work out among the farmers during the dull season in the summer and his father would take his earnings to use in the business. He was allowed no wages while working for his father, except his board.

The man was behind with his creditors, even with the help of the boys' earnings and the conditions were not such as to justify further extensions of credit. If the adjuster had not waited in the store these facts would not have been known.

R. E. K.

New York, N. Y., May 27, 1915.

Believe in the Goods You Sell

A good salesman is an optimist. He is a salesman because he believes in his goods and knows how to make his customers believe in them and want them.

National Biscuit Company goods will make an optimist of any salesman or saleswoman. They are goods that everyone can believe in —and enthuse over. Better biscuit are not baked—whether crackers or cookies, wafers or snaps, sweetened or unsweetened.

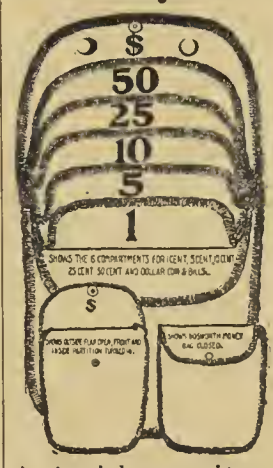
National Biscuit Company products reduce selling expense: they take less time to sell, they repeat oftener and so bring in greater profits to the grocer.

GRAHAM CRACKERS
—an everyday article of food. The best Graham Crackers baked. Retail at 5 cents and 10 cents.

Sell biscuit baked by

NATIONAL BISCUIT COMPANY

Every Merchant



NEEDS THIS

CANVAS PURSE

It has separate compartments for pennies, oickels, dimes, quarters, halves, dollars and hills.

When You Count

your money to take it out of the cash drawer or register, drop it ioto its proper compartments, turniog in the inside flaps, and the outside flap over all.

In the morning you merely dump the contents of each compartment into its proper place in cash drawer or register.

This purse is made so that coin or hills cannot become mixed or drop out—strong, durable, bound with four rows stitching.

LARGE SIZE 11 x 7 in., 75c Prepaid
SMALL SIZE 9 x 6¼ in., 60c Prepaid

Your Money Back if Not Satisfied

THE FORTUNA CO.
320 Wilder Bldg. Rochester, N. Y.

Dayton Moneyweight Scales
S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

WITH THE EDITOR

When the Blind Leads the Blind.

In the excellent address of Frank B. Connolly, president National Retail Grocers' Association, before the National Wholesale Grocers' Association, at San Francisco, Cal., last week, one paragraph elicited a smile. It was this:—

> To you wholesale grocers here today I desire to say it is a duty you owe yourselves and the business you are engaged in to act in an advisory capacity with the small retailers in your communities, who should have your wise counsel and advice in all trade matters.
>
> You should act as a schoolmaster to point out to the small retailer to whom you extend credit the necessity of securing a fair margin of profit on the goods he sells, in order that he may continue to operate a successful retail business, and when you, or your credit man, observes one of your customers among the retailers conducting business too close to the danger line, you will find that a word of warning from you will always be heeded.

The smile came at the thought of the jobbers endeavoring to teach a retailer the necessity of "securing a fair margin of profit on the goods he sells," when the jobbing trade has for years sold sugar at cost and below. And sugar constitutes about a third of the average jobber's business!

Does this show any lack of business sense on the jobber's part? We think not—it is very nearly an insurmountable problem. But perhaps it does make it a delicate matter for them to teach retailers how to get a profit.

This Makes Some Food Law Violations Seem Trifling.

In the latest bulletin of food judgments sent us by the United States Department of Agriculture, we find a case which leads us to observe that the firm of John F. Betz & Son, Philadelphia brewers, ought to go to jail. Betz & Son made what they called a "Malt Extract," which they particularly recommended to nursing mothers, aged persons and all persons suffering from vital exhaustion, loss of appetite and general debility. The particular points about it, according to the makers, were that it contained only 4 per cent. of alcohol, and 12 per cent. of extractive matter, the latter being the ingredient which gives it a food value. On this basis Betz & Son largely advertised their "Malt Extract," and doubtless sold it largely to nursing mothers, aged persons and others who took it as medicine rather than as a beverage.

All of Betz & Son's claims about their "Malt Extract" were true except these: It was not a malt extract at all, but a "fermented beverage"; it contained 7.1 per cent. of alcohol instead of 4 per cent., and the extractive matter in it was only 7.23 per cent. instead of 12 per cent. The Government sued them because of these frauds on the public, and they did not defend. Instead of going to jail for trying to fasten the alcohol habit on innocent nursing mothers, aged persons, and the sick, however, they were fined *Twenty Dollars!*

Evidently the judge who fined them did not think they should go to jail, but we think so. To our mind an offense like this makes such things as putting glucose in honey seem like the merest trifles.

The Boast of Organized Labor as to the Garnishee Bill.

James H. Maurer, member of the Pennsylvania Legislature from Berks County, and president of the Pennsylvania Federation of Labor, interviewed himself just after the Legislature adjourned, and among other things, said this about the garnishee bill:—

> Second in importance was the garnishee bill, which provided that the worker's wages could be attached for debts, or, in other words, that the merchant class could have the first pick at the wage-earner's pay. This bill we defeated in committee, and later on the floor, and a second bill was defeated by having it referred back to committee and keeping it there.

Mr. Maurer tells the truth. Unquestionably the labor interests killed the garnishee bill, and they have killed it several times before—twice when it had passed both Houses and had reached the Governor. Why are they invariably able to kill a measure that has everything for it and practically nothing against it? Because of unanswerable argument? Not at all. It is because labor is organized and is potent politically. Legislators and Governors are afraid of them, and they do what labor tells them to do, especially where there is no special personal interest at stake, and particularly where the opposition is weak. It can hardly be denied that the opposition is weak here, for the secretary of the Pennsylvania Retail Merchants' Association, which fathered the bill, has several times said so in this paper. The retail trade took very little interest in the bill, although it would have made collections twice as sure as they are to-day. Could the retail interests show strength enough to put up even at best a fight against organized labor that would really amount to a fight? It is very doubtful, still it would be worth trying.

The Death of Thomas P. Hunter.

An important and lamentable trade event is the death of Thomas P. Hunter, president of the Acme Tea Co. of Philadelphia, the second largest grocery chain-store concern in the United States. Naturally the readers of this paper—most of them, at least—have no use for chain stores. From their standpoint chain stores and everybody connected with them are anathema. But let them try to forget that feeling for a moment to contemplate the really wonderful career of this man who built from nothing the second largest business in its line in the United States. Thomas P. Hunter was one of the pioneers in the chain-store development in Philadelphia. He started from a single store—not much of a store either. When he died he had nearly four hundred, he was chief owner of a business running into several millions a year, and was personally many times a millionaire. And he was only fifty-four years old.

No living soul can say of Thomas P. Hunter, as they can of many men who gain great wealth quickly, "He did it because he was unscrupulous and cared nothing about methods so long as he got the coin." Thomas P. Hunter was the very soul of integrity. He was honest through and through, and neither he nor his business ever owned a dishonest dollar. To succeed quickly, largely and honestly, is believed by some to be a lost art, but the career of Thomas P. Hunter proves that it is not. He succeeded quickly, largely and honestly, and the pity of it is that he could not live to enjoy the fruits thereof.

We Wonder Which of These Men is Right

Easton, Pa., May 25, 1915.

"Modern Merchant and Grocery World."

Gentlemen:—Inclosed please find check for two years' renewal. Jimmy Mander, persistence is a jewel, but yours is more valuable than a diamond. You know what you are talking about, but I sometimes think that Mr. Buckley don't. But let us be charitable. You can hardly expect a lawyer to know how to run a grocery store. They are a little like the ministers—good at their profession, but no two ever interpret a law in the same light.

I sometimes read your paper and often become disgusted with it.

Yours,

W. H. Schug.

Washington, D. C., May 25, 1915.

"Modern Merchant and Grocery World,"

Gentlemen:—I am inclosing you check for $3 and I was supposed to send it ere this, but I like to receive Jimmy Mander's kind letters to remit. I am going to put his letters in my scrap book and may refer to same at my convenience.

I cannot say too much for your paper, as it is all right. I wish you, and especially Mr. E. J. Buckley, a great success and hope Mr. Buckley will live to be as old as my partner, who will be 92 years old November 11, 1915. Whenever he visits Washington, D. C., I would love to have him call to see me, as I will take good care of him.

With best wishes, I am a friend,

W. E. Olinger.

One Larkin Cos.' Peanut Butter Only Short Weight in Kansas.

Out of 22 peanut factories who ship their products into Kansas, the Kansas State Board of Health passed on every one except the Larkin Co., of Buffalo, N. Y., which was found to be one-tenth less in weight than it was being sold for. The Larkin Co. was selling what was supposed to be 12-ounce glasses of peanut butter, but the examination showed only 10.9 ounces.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Columbia River Salmon are Not an Important Factor in the American Salmon Business.

Philadelphia, Pa., May 21, 1915.
To the Editor.

Dear Sir:—Just in confirmation of little talk we had about the relative importance of Columbia River salmon yesterday, I beg to advise you that the total pack for 1914 of Columbia River Chinooks was as follows: 115,844 cases flats, 23,119 cases talls, 95,298 cases halves.

While the writer's estimate was rather low, it shows that the Columbia River Chinooks is a negligible quantity in the total pack of salmon which last year amounted to over 8,000,000 cases.

We might add, however, that the total Columbia River pack in 1914, including all varieties, that is Steel Heads, Chinooks, Silver Sides, Blue Backs and Chums, amounted to 455,000 cases. In 1913 the total pack of all varieties was only 266,000 cases and in 1912, 285,000 cases. The largest pack that ever was made on Columbia River of all varieties was 629,000 cases. This is taken from a list extending back to 1866.

Yours very truly,
T. A. JAMES & Co., INC.

* * *

Wants to Buy Premiums, Glucose, etc.

Carlisle, Pa., May 21, 1915.
To the Editor.

Dear Sir:—1. Could you please inform me where I could buy prizes such as are used in Zig-Zag. Also as to where I can buy boxes such as are used for Zig-Zag?

2. Also give me names of the best place to buy glucose and New Orleans molasses.

Thanking you for any information you can give, I remain,
Yours truly,
W. J. NOAKER.

1.—William P. Perkins, 116 Nassau street, or Lisk & Bro., 475 Broadway, both of New York City.

2.—J. H. Huston & Co., Old Stock Exchange, Philadelphia.

* * *

To Start a Jobbing Dairy Produce Business.

Rankin, Pa., May 20, 1915.
To the Editor.

Dear Sir:—Please advise me where I can buy eggs, butter, cheese and poultry. I am starting in the wholesale business in that line and would like to obtain the name of a good firm in that business. Thanking you in advance for this information, I am,
Yours truly,
MICHAEL SANDULAK.

John Jamison, Water and Market streets, or John Z. Turner & Co., both of Philadelphia.

* * *

Legality of Premiums Again.

New York, May 25, 1915.
To the Editor.

Dear Sir:—In your issue of May 3d you published a communication from Mr. John Hall Jones and in your comment thereon you seem to have overlooked the point covered in the Emerson case cited by Mr. Jones. That case decided the particular point because, while a photograph differs from a cup, the principle is the same.

It having been decided that it is perfectly legal for a merchant to give a photograph as an inducement to purchase a given article, the same decision would legalize the giving of any other article, such as a china cup, for the same purpose.

The decision quoted should seem to legalize the distribution of any premium in the manner indicated, should it not?

Yours very truly,
PAUL FINDLAY.

* * *

The Miles Patent Medicine Scheme.

Adamstown, Pa., May 26, 1915.
To the Editor.

Dear Sir:—Noticed patent medicine fraud by Indiana State Board of Health in last issue on page 6. Have looked over list and would like to find out if the Dr. Miles Medicine Co. of Elkhart, Ind., were ever found to be a fraud, as I never heard or saw anything said against the company. They do lots of advertising and never had any trouble with their products.

Very truly,
SNADER & Co.

The "Modern Merchant and Grocery World" wrote to the United

Tell your customers how to make more money and you will make more money, too
Your Dairymen customers will get more money for their butter, if it is colored with DANDELION BRAND BUTTER COLOR.
YOU will make the satisfactory profits that result from the sale of DANDELION BRAND.
We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL
WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color
Dandelion Brand Butter Color
The color with the golden shade

States Department of Agriculture for the status of the Miles patent medicine, and received the following reply:—

To the Editor.

Dear Sir:—Receipt is acknowledged of your letter of May 13th, inquiring with regard to "Dr. Miles Medicine Company of Elkhart, Ind., manufacturers of patent medicines."

In reply you are informed that the Bureau receives frequent requests for information regarding the quality of food and drug products manufactured by individual firms. The regulations of the Department do not permit information of this kind to be given out unless such products have been made the subject of court decisions. In such cases all necessary information is published in the form of notices of judgment which are intended for free distribution to all persons especially concerned. No notices of judgment covering the products of the manufacturer above mentioned have been issued by the Department.

Respectfully,
R. L. Emerson,
Assistant Chief.

The fact that no notices have yet been issued against the Miles Medicine outfit would appear to indicate that they have not up to this time been pronounced a fraud.

* * *

Wholesale Stationers.

Newburg, Pa., May 26, 1915.
To the Editor.

Dear Sir:—Please give me address of the best stationery jobbers in Philadelphia. Enclosed find postage for reply.

Respectfully,
A. F. Smith.

William H. Hoskins Co., 904 Chestnut street; William Mann Co., 529 Market street, and William F. Murphy's Sons Co., 509 Chestnut street, all of Philadelphia.

* * *

The Standard For Measuring Underwear.

Portland, Ore., May 22, 1915.
To the Editor.

Dear Sir:—Please inform us what size underwear is used in determining the scale weight per dozen, i. e.—underwear is sold 11 or 12 pound to the dozen. How is this determined?

Thanking you in advance and appreciating the many good things that appear in your interesting paper, we remain,

Truly yours,
Franklin & Co.

We understand that the medium size of underwear determines the weight per dozen. For instance, children's underwear covers certain years. The medium year size is used for determining the average weight. Adults' underwear covers not years, but a variety of sizes, and the medium size is used as the standard of weight. There is a Fairbank scale costing $2 or $3 which gives the weight per dozen when one garment of any size is laid upon the scale.

* * *

Another Scheme to Prevent the Grocer From Selling Simple Drugs and Household Remedies.

Baltimore, Md., May 25, 1915.
To the Editor.

Dear Sir:—We call your attention to Illinois House Bill No. 592 and Illinois Senate Bill No. 240, which are duplicates of each other.

This is a very voluminous bill and has many excellent provisions in it, but the "milk in the cocoanut" so far as the general merchant is concerned is that it prevents him from selling the ordinary household remedies, and both retail and wholesale grocers and general merchants ought to see that the bill is either properly amended or that it is killed.

This bill, in our judgment, was drawn for the purpose of cutting off the general merchant from participation in the sale of drugs.

We call your attention to page 28, section 39, lines 1, 2, 3 and 4, in which it provides that "it shall be unlawful for any person not a registered pharmacist to conduct a *shop* or *store* for the purpose of retailing, compounding or dispensing drugs, medicines and poisons."

Also to page 29, section 39, lines 13, 14, 15 and 16 in which it states that "nothing in the article shall apply to the sale of patent or proprietary preparations which do not contain cocaine, alpha or beta eucaine, or any salt, compound, derivative, etc."

This is very craftily worded, and would prevent the retail general merchant from selling any of the hundreds of *household* remedies which are in daily use among the people, and whose virtues are as well known to the layman as to the most skilled scientist. It would prevent the sale by this class of merchants of salts, sulphur, cream of tartar, Bateman's drops, Godfrey's cordial, spirits camphor, Jamaica ginger, paregoric, castor oil, sweet oil, tincture arnica, turpentine, witch hazel, etc.

We also call your attention to page 34, section 48, lines 1, 2, 3 and 4, in which it provides that "no person shall sell at retail any drug, medicine or poison, without affixing to the box, bottle, vessel or package containing same, label bearing the name of the article distinctly shown, with the name and place of business of the registered pharmacist through whom the article was obtained."

This is very adroitly worded and you will see it would eliminate the sale of any of the articles which were permitted to be sold by any person if it did not have the name of the registered pharmacist upon it. The name of the pharmaceutical house, the manufacturer or the packer of the drug would not be in accord with the law; it must be a registered pharmacist.

This bill would be all right if on page 29 in line 14, after the words, "proprietary preparations," were inserted the words, "or the ordinary household remedies," and if after the words, "registered pharmacist" on page 34, section 48, line 4, were inserted the words, "or pharmaceutical house, manufacturer or packer."

Without being amended in this form the bill ought to be defeated by all means.

Yours very truly,
McCormick & Co.

* * *

Who Knows These Canned Goods Brands.

Trenton, N. J., May 22, 1915.
To the Editor.

Dear Sir:—From your records can you advise who handles any of the following brands of canned goods in Philadelphia: "Success," "Morton" or "Alpine." Would appreciate this most important advice if you can possibly secure for me at your earliest convenience.

Thanking you, I am,
Yours truly,
W. A. Kelly.

We asked six or seven wholesale houses and nobody knew either the "Success" or "Morton" brands. The Alpine brand can be bought from Comly, Flanigen & Co., 118 South Delaware avenue, Philadelphia, Pa.

* * *

To Buy Fruit Baskets.

Bangor, Pa., May 25, 1915.
To the Editor.

Dear Sir:—Will you please inform me where I can buy quart berry boxes and 16-quart peach baskets from the manufacturer.

Thanking you in advance, I remain, Yours truly,
E. F. Reimer.

Eastern Basket and Veneer Co., 155 North Front street, Philadelphia, Pa.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Pictures.—It's a nice thing to mix a few pictures with your window display. Here, for instance, is a corner window, and we'll call it the bakery window. It is entirely inclosed, because the back part is glass, fitted in sliding sections.

We are not going to tell *you* how to fix up the display, but rather to show you how to enliven the display. That is, to break the common appearance of things.

* * *

In many of the Sunday papers, particularly that of the Philadelphia "Public Ledger" and the New York "Times," you will find very striking pictures.

These can be cut out pasted on cardboard and distributed throughout the window trim.

For instance, last Sunday the "Times" had a very fine photograph of our President standing up in his automobile and saluting the crowds that lined Fifth avenue.

That picture itself brought out many loyal remarks and no doubt stirred many hearts.

* * *

The Family Spirit.—Just because you work in a big city store is no reason for not cultivating the family spirit with the trade.

In towns of 5,000 or so the boys know every customer by name; know the names of their boys and girls; know when they should order flour; know about when the coffee is out and can tell when she slips up on the butter and egg order.

That's carrying out the family spirit. That's the "tie that binds," if you'll permit the application. You may smile and say that that won't work in a swell store. Indeed it will. It so happens that human nature is the same the world over.

* * *

Boiled Ham Bungling.—When you've sliced your half-pound boiled ham, don't grab it. It's a clumsy looking act. It affects the appetite and reflects on your sense of nicety, no matter how clean your hands may be. Slip the knife under the meat and land it on the paper.

* * *

Hold Up That Jar of Honey—And tell her that it's pure honey and that people are buying more strained honey than they ever did (which is true in the Jersey section, at least), that it's the thing for griddle cakes and liked better on bread than butter, where the young ones are concerned. And butter nowadays is a luxury. Just saying "Do you want a jar of honey to-day?" isn't saying enough. You must appeal to palate, to eye and to purse.

WANTED USED NATIONAL CASH REGISTER
Must be modern, a check thrower, in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

ROSS W. WEIR & CO., INC. DESIRE TO ANNOUNCE

THAT in order to increase the scope and effectiveness of their organization they have acquired the private brands, trade-marks, good-will and business assets of Edwin J. Gillies & Co., Inc., formerly at 245, 247 and 249 Washington Street, New York.

The officers of the Corporation of Ross W.Weir & Co., Inc., will be as follows:

Ross W. Weir . . President and Treasurer
Edwin J. Gillies . . . . . Vice-President
L. S. Cooper . . . . . Vice-President

The entire selling force of Edwin J. Gillies & Co., Inc., has been retained and will co-operate with the regular force of Ross W. Weir & Co., Inc., at Nos. 56-58-60 Front Street, New York.

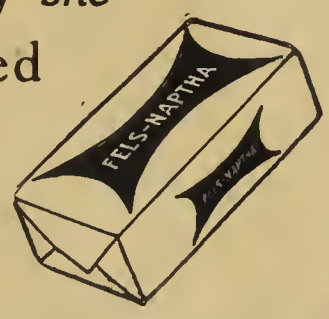
The large and thoroughly complete stock of High Grade Roasted Coffees, comprising the well known Red Ribbon, White Squadron, Skyline, Good Health, also Sovereign brands, in addition to a very full and complete line of Teas—White Horse and White Seal Formosas, Red Sun and Red Ribbon Japans, etc., now supplemented by a Spice, Extract and Rice Department, will offer many advantages which will undoubtedly be appreciated by the former customers of Edwin J. Gillies & Co., Inc., and the customers of

ROSS W. WEIR & CO., INC.

Contented Customers

are quite as great an asset as dependable goods. You're sure of both if **Fels-Naptha** is the leader of your laundry soaps.

Any woman who uses **Fels-Naptha** right will be glad to tell you why *she* is so contented with it.



Fels & Co.
PHILADELPHIA

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and LUNCH ROLL were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA

The New York Letter

Packers Start Legal Conflict With State Government Over Whether Hams and Bacon Have to be Marked With Weight. France Buying Sugar and May Buy Beef in This Country. Another Collection Agency Faker Gets Prison Sentence. Various Trade Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, May 28, 1915.

An interesting conflict is shaping up in this State between the Attorney-General, representing the State of New York, and Armour & Co. and Swift & Co., the Chicago packers. These companies declined to mark the weight of hams and bacon upon their packages on the ground that these are not package goods, and therefore do not require the weight to be marked. In this they are supported by an opinion from Washington as to the requirements of the Federal net weight act. There has always been a difference of opinion between the State of New York and the Federal Government on this point and the Attorney-General will now begin action against both packers upon the theory that they were selling unmarked package goods. The charge that both companies are compelling the consumer to pay for the wrappers at the price of the meats contained in them will also be a factor in the case.

* * *

One of the sensational items of the week was the announcement that the French Government had just placed an order in this country for 22,400,000 pounds of granulated sugar, three-fifths of which was sold by the American Sugar Refining Co. Shipments will be made from New York, Philadelphia and New Orleans. The price paid was 4.65 in bond, which is equivalent to 5.65 per pound. About at the same time Great Britain purchased over 67,000,000 pounds of raw sugar valued at over $2,500,000. It is also understood that the French Government is about to buy enormous quantities of refrigerator beef in this country. The sugar packers have already sold several million pounds of canned meat to the British Government.

* * *

Another faker doing business in this city as a collection agency has been convicted and sentenced to six months in the penitentiary for fraud. The man is James G. MacFadyean. He conducted a collection agency at 43 Cedar street, this city, and built up a large business. The charge against him was persistently collecting money for clients and not turning it over. Several complaints of this sort were brought to the attention of the Post Office Department, and each time MacFadyean would settle. It appears, however, that he finally got so that he would not turn any moneys over to his clients, and after he had collected a large sum he filed a voluntary petition as a bankrupt, and scheduled his liabilities at about $25,000. His assets he said were practically nothing, and all of the liabilities consisted of moneys due subscribers.

The National Association of Credit Men was appealed to and instituted an investigation, with the result that MacFadyean was indicted for fraud and given the six months' prison sentence.

* * *

The twelve members of the Poultry Trust having failed to obtain executive clemency from the Governor, went to Blackwell's Island during the week to begin their three months' sentence of imprisonment. This was imposed in August of 1911 upon the charge of violating the State anti-trust laws. Each man was also fined $500. There were thirteen in the beginning, but one died. All are men of standing and substance.

* * *

There is considerable misunderstanding as to whether the embargo which Italy placed upon olive oil has been lifted or not. In this letter last week it was stated that it had been lifted so far as the United States was concerned. It is now said that the embargo has never been officially lifted toward any country, but that the Italian Government has merely given permission to certain exporters to ship some olive oil to this country. Naturally this is a lifting of the embargo to that extent.

Since the war broke out between Italy and Austria the situation has of course changed and the trade do not now know what to expect and consequently prices of Italian olive oil are very firm.

* * *

Another oleomargarine fraud came to its climax during the week when Charles H. Nolte, president, and F. J. Oetjen, secretary and treasurer of F. D. Oetjen & Co., 329 Washington street, were fined $2,500 each in the United States District Court. Both men ha pleaded guilty of indictments charg ing oleo frauds. The firm is sai to have been operating since 190 and to have defrauded the Govern ment out of $1,500,000. Severa employees of the firm were als fined from $500 to $1,000 each fo having participated in the fraud.

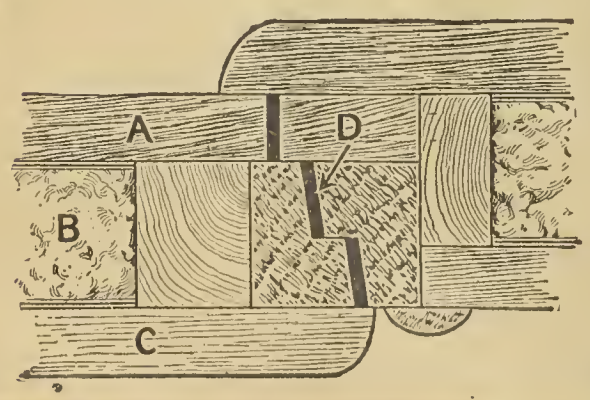
The Government has confiscate all of the assets of the firm, whic amount to about $90,000, but th balance of the $1,500,000 will neve be recovered. The fraud consiste of making oleo in a secret roon without paying any revenue licens whatever.

Summarized Market Conditions.

Tea still very strong, speaking particularly of low grades, on account of comparative scarcity and high primary markets. England and Russia are both buying these grades of tea. Higher grades quiet and unchanged.—Coffee weak and dull with sales of Rio and Santos made at ½ to ¾ cent decline. Only fine roasting grades are wanted. Milds also sympathetically easy. Mocha somewhat higher.—Sugar quiet on account of approaching holiday. Raws steady to firm on former reported basis. Refined unchanged on selling basis of 6 cents

We Call on Your Customers
through the magazines and tell them how good and useful is
MAPLEINE
The last word in flavors
ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.
CRESCENT MFG. CO.
SEATTLE, WASH.

Try This on Your Refrigerator



The only refrigerator which is worth two cents to you is the refrigerator which produces *dry*, cold air. Dry, cold air—that is the very dryest and the very coldest—cannot be produced without the kind of construction which we have worked out in the **Howe Sanitary Refrigerator**—the only refrigerator so far as we know that keeps matches so dry that you can strike them after leaving them in for thirty days. Certainly dampness has no better test than that.

In the above cut "A" is solid heavy oak wall, "B" is granite rock wool lining, "C" is selected Washington spruce lining, "D" is the dead air space between the patented interlocking door and the wall. It's the best refrigerator construction in existence.

Price $60 to $150. Send for catalogue.

HOWE SCALE CO., 508 Market St., Phila., Pa.

or granulated.—Dried fruits quiet and as to peaches, particularly low and weak. No quotable change in any dried fruit for the week.—Spot salmon slightly firmer on increased demand.—Wheat somewhat easier and shows a decline of about 10 cents for the week, due to lack of demand.—Flour unsettled, but not much lower than recent top prices.—Provisions steady.

"Lest We Forget."

Quality always wins. Price may be an important consideration, but price without quality will never increase your business, whether it be coffee or tomatoes. For quality coffee you can consult the Wm. B. Harris Co., of 65 Front street, New York, with the positive assurance that quality is always given first consideration. This firm is now offering some of the fanciest coffee on the New York market and at prices that will appeal to you—if you want good coffee.—Advt.

The Week's Dry Goods Business Was Good.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

Current shipments of dry goods total about the same as during the corresponding week a year ago.

Sales by our traveling organization show an increase over those of the same week last year. The volume of business that is being booked for fall delivery continues to show a gain.

Collections are very satisfactory.

Where to Get Premium Goods

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Advertising Novelties.

A. C. Bosselman & Co., 1 E. Thirteenth St., New York City.

R. M. Doernberger, 1157 Park Row, New York City. (13)

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (10)

Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (10)

American Aluminum Mfg. Co., Lemont, Ill.

Buckeye Aluminum Co., Wooster, Ohio. (26)

Lafayette Stamping and Enameling Co., Lafayette, Ohio. (13)

Republic Stamping and Enameling Co., Canton, Ohio.

The Vinton Co., Central Building, Portland, Ore.

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

Dishes.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

Egg Separators, Strainers, Pancake Turners.

Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

French Ivory Premium Articles.

Yale Novelty Co., Leominster, Mass.

Games.

J. W. Hance Foundry Co., Waterville, Ohio.

Wm. Fuld, 1226 W. Central Ave., Baltimore, Md.

Glassware Novelties.

Jeannette Glass Co., Jeannette, Pa.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.

Kitchen Spec. Mfg. Co., Reading, Pa. (22)

Wachusett Specialty Co., Worcester, Mass.

Ice Picks and Tongs.

Wm. P. Perkins, 118 Nassau St., New York City.

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (20)

Geo. W. Dover Co., 79 Ship St., Providence, R. I.

Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.

Fray Jewelry Co., 9 Federal St., Providence, R. I. (10)

Nail Files, Puzzles, Key Rings.

Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.

Souvenir Lead Pencil Co., Cedar Rapids, Iowa.

J. Ullrich & Co., 27 Thames St., New York City.

Post Cards, Etc.

E. C. Kropp Co., Milwaukee, Wis. (Special post cards made to order.)

Mail Dealers' Wholesale House, Chicago, Ill. (10)

Premiums.

Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.

F. E. Wilson Mfg. Co., Lancaster, Ohio.

Rugs.

Edw. H. Condon, Stonington, Me.

Rulers—Steel and Wood. Yardsticks.

Wm. P. Perkins, 118 Nassau St., New York City.

Shears.

Atlas Shear Co., Bridgeport, Conn.

Toilet Sets (Brush, Comb and Mirror; Manicure; Shaving).

Ellis & Golterman, Inc., 122 W. Twenty-seventh St., New York City.

Umbrellas.

Frankford Bros., 906 Filbert St., Philadelphia.

Wire and Metal Goods Novelties.

E. A. Bulman Mfg. Co., Grand Rapids, Mich.

Rockwell-Clough Co., Alton, N. H.

To the merchant

—Who Is Discouraged.

—Who Finds His Sales Falling Off.

—Who Has to Meet the Big Mail Order Competition.

THE "Sperry" SYSTEM

of

National Service

Offers a means to better things

To—

Renewed Confidence

Increased Sales

Drawing power which will enable him to laugh at the big catalog house competition

The "Sperry" system of profit sharing, through the use of the Famous S.&H. Green Trading Stamp and the Hamilton Coupon has lifted thousands of retail merchants out of the Slough of Despond.

It Can Do the Same for You

The Sperry & Hutchinson Co.

2 W. 45th Street NEW YORK CITY

George B. Caldwell, President

The Grocery Markets

Tea.

The tea market shows no change for the week, everything below 25 cents in quality being on a very high and firm basis. New prices have been made on new crop Congous 1 cent higher than the spot price. This means about 18 cents in a large way, f. o. b., which is an exceedingly high price for this grade of tea. Europe is buying low-grade teas very largely, and while this continues the market will remain high and unsettled. The better grades are quiet and unchanged.

Coffee.

The coffee market is decidedly weaker, and both Rio and Santos, with the exception of a few premium grades, can be quoted ½ to ¾ cent lower than a short time ago. Lack of demand in this country and unsettled conditions abroad, together with some speculation, are the reasons for the decline, which comes in spite of the fact that conditions in Brazil are somewhat firmer than they were a short time ago. Mild coffees are weaker in sympathy with Brazils, the only exceptions being a few grades of fine roasting quality, which command their own price. Java is firm at unchanged prices, and Mocha is also slightly higher at the moment, due to scarcity on the spot. Receipts are expected within the next few days, however, and if they come, Mocha should ease off.

Sugar.

The sugar market is in precisely the same condition as a week ago. All refiners are willing to sell granulated for 6 cents per pound, although some are quoting 6.10 cents. Raw sugar continues steady to firm, on a basis about unchanged from last week. The consumptive demand for sugar is poor. Foreign countries are buying considerable refined sugar from this country, and that, of course, is a strengthening influence.

Syrup and Molasses.

Glucose remains unchanged for the week and so do all glucose products. Compound syrup is dull at ruling prices, as are sugar syrup and molasses.

Canned Goods.

The continued cold weather, while it has had no important effect upon the coming tomato crop as yet, is beginning to make the growers feel somewhat apprehensive, although nothing has occurred as yet in the way of delay which cannot be completely made up if the season is favorable from now on. Spot tomatoes are unchanged and in light request. The packing of new peas begins in Delaware in a few days, and these goods are already offered at 70 cents in a large way. After the season starts they probably will bring less on account of the comparatively large supply of old peas at a lower price. Apples are unchanged and dull. California canned goods on spot are still heavy and weak. Packers are not looking forward to making very large sales on futures this year. Small Eastern staple canned goods are unchanged and in quiet demand. The packing of new spinach, strawberries, etc., is going forward regularly without incident.

Fish.

Norway mackerel continue strong on the higher basis reported last week, this being due to scarcity of good Norways in this country and also continuation of unfavorable news from abroad as to fishing. Cod, hake and haddock are all unchanged and dull. Salmon continues as for the last two or three weeks, easy on spot in the East, with pressure to sell by holders before the new season opens. Domestic sardines are slightly firmer on account of the catch not having been good for the last few days. Prices average about $2.50 in a large way for quarter oils, f. o. b. Imported sardines show no change from a week ago. The demand for sardines is fair.

Dried Fruits.

Spot prunes are unchanged and neglected. Future prunes are weaker and best price is now down to 3¼ cents in a large way, f. o. b. Prunes seem to be regarded by the trade at present as a good thing to let alone. Peaches are still phenomenally cheap and not in very good demand. The growing interests are losing a good deal of money on California evaporated peaches at present. Apricots unchanged and quiet. Raisins, currants and all other dried fruits seasonably dull at ruling quotations.

Beans and Peas.

Domestic pea beans are a shade firmer in the primary markets; demand fair. Marrows unchanged on a maintained firmer high basis; demand fair. California limas unchanged and quiet. Green and Scotch peas show no change and quiet demand.

Provisions.

All cuts of smoked meats are steady at an advance of ¼ cent. The consumptive demand is increasing as the season advances. Both pure and compound lard are steady and unchanged, with a normal consumptive demand. Barreled pork is firm at an advance of 25 cents per barrel. Canned meats and dried beef are unchanged and in increased demand, but canned meats are firm.

Butter.

The consumptive demand for butter is increasing as the season advances and the make is also showing steady increase. The quality of butter now being made is up to the average for the season and the market is steady at prices which show practically no change over last week. If the make continues to increase, as it probably will, slightly lower prices are not unlikely.

Eggs.

Receipts of eggs are falling off to some extent and the market is firm and unchanged from a week ago. The quality of the eggs now arriving is fair and the general situation is healthy. If there is any change in price it probably will be a slight advance.

Cheese.

The cheese market is firm and unchanged, with a light consumptive demand, but a continued large export demand. The make of cheese is much larger than usual, owing to the high prices for export. The outlook is for a continuation of the present prices, at least as long as the export demand continues.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

Outside of a few orders for small quantities, there is very little movement in evaporated apples. The demand is not brisk enough to bring about any speculative buying and owners prefer peddling out their holdings rather than to cut prices. The market is quotable at from 7½ to 8½ cents per pound, f. o. b., in 50-pound boxes, acording to quality.

The future market is also quiet, there being no buying from consuming markets to encourage speculation. The crop, according to the best information obtainable, is about the size of two years ago. There is no pressure shown to sell, so there is no change in prices. Sellers are willing to take orders for carload lots of prime quality, in 5[illegible] pound boxes, October-November shipment, at 7⅛ to 7¼ cents, with the usual overage on choice and fancy. Buyers' ideas are ⅛ to ¼ cent less.

C. C. Hall.

Rochester, N. Y.

Imported Fish Specialties.

Herring business during the last week has been very quiet, principally for the reason that no desirable goods are to be had. There are lots of herring here, mostly small stuff which the trade does not want, and if they do want them they do not want to pay any price for them, so holders can do nothing else but keep these goods until there is a better demand, and when the people will have to have them when they cannot get any more large goods.

Our people in Norway report that owing to very stormy weather the catch of codfish has not been as good as expected. All in all, up to the very beginning of this month, there has been about 53,000,000 cod caught, against 63,000,000 cod caught at the same time last year, which means a shortage of about 10,000,000 fish. Taking into consideration the enormous demand for both salt, fresh and dried fish, and particularly codfish, from the nations now at war, it will be clearly seen that we shall have to reckon with high prices this coming fall, when the season starts for stockfish and salt codfish. This, of course, refers to Norwegian goods.

The expected has happened and Italy has entered the war—a deplorable state of affairs, and very unfortunate, indeed, but a fact that we shall have to reckon with very seriously during the near future, as far as our business is concerned. Of course, it would be premature to say anything at all as to the effect the entering of Italy into the war will have in particular to any article. We im-

"Humpty Dumpty"

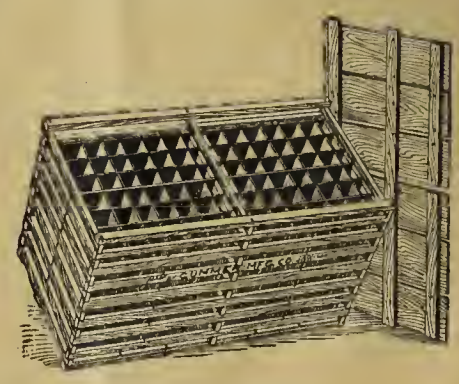
THE ORIGINAL FOLDING EGG CRATE

12-Dozen Size

More sold than of all other folding egg cases combined

In sizes from 3 dozen to 30 dozen

At all wholesale grocers or direct from factory in quantities



30-Dozen Size

MADE ONLY BY

CUMMER MANUFACTURING CO. CADILLAC MICHIGAN

ort such a large variety of foodstuffs rom Italy that we could not possibly ike up all the articles, one by one, but ven if we did, it would convey to you o more than what you can judge your- elves. It would be merely guesswork.

There is a good hand-to-mouth de- and for imported sardines of all kinds, ut it is even easier to get orders for ese goods than to get supplies. There s a poor catch everywhere and prices re higher, particularly because the ountries at war are willing to take al- ost anything that is offered to them, nd they are also willing to pay fancy rices, which we cannot afford to pay t the present time.

STROHMEYER & ARPE CO.
New York.

—

Rice.

There is little change from previous veek's report. The demand to fill bare pots in the assortment keeps a fair mount of stock moving. Buyers are perating a little more freely and a gen- ral improvement is anticipated. The ssortment of Japan is poor, and prices are firm. There is more variety in Honduras styles, giving wider opportun- ty for selections.

Advices from the South, along the At- antie coast report continued quiet mar- et, merchants still adhering to "hand- o-mouth" policy, especially as the trade re now entering upon the dullest period f the year. Improvement in some sec- ions, on account of the tobacco crop, should show about the middle of July. Carolina is moving a little more freely. Screenings are neglected, medium and fancy Honduras receiving more atten- ion, due to their relative value.

At New Orleans reports indicate a slight improvement in the demand. Honduras grades, on account of the scarcity of Blue Rose, are finding favor nd fair orders are being placed. Rough ice, what little is left, is being grad- ually absorbed at full prices.

In the Interior, Southwest Louisiana. Texas and Arkansas, mills report noticeable improvement in bookings. Planting operations are under good headway, although in some sections re- planting will have to be resorted to.

D. TALMAGE'S SONS CO.
New York and New Orleans.

—

Spices.

The market is fairly active, with a wider demand for actual needs. The conditions are just as much unsettled as ever. Now that Italy has entered the European conflict, it will have a ten- dency to further complicate matters, in as much as some goods were being shipped from Italian ports.

Pepper.—Is firmer and spot supplies, which are small, are really being held above quoted figures. The export trade is also active and this little demand will no doubt increase over the summer and early fall.

Red Peppers.—Quite steady and in fair demand:

Cloves.—In steady demand. Prices are not likely to change very much.

Pimento (Allspice).—Rather dull and generally unchanged. Present prices are exceedingly low, and it is not likely prices will go lower than at present.

Mace.—Fairly active and without change in price. Demand should in- crease from now on.

Nutmegs.—In better demand, espee- ially for the larger sizes. Macassars are still in scant supply.

Gingers.—All grades are very scarce. Prices during the week were un- changed, but we expect to see advances this summer and early fall.

Tapiocas.—Rather quiet during the week and unchanged in price.

Paprikas.—Prices are steady. The market abroad very much firmer. Hun- garian continues out of stock.

McCORMICK & Co.
Baltimore, Md.

No Advance in Prices
on
LIPTON'S TEA

No advance to the Jobber—the Grocer —or the Consumer

And Quality the same, of course

Other teas are selling at advanced prices because of the war. But users of Lipton's Tea can still get their favorite blend at the same price as before the war. And now is a good time for you to introduce Lipton's Tea to those of your customers who do not yet know the perfection of blend and exceptional drinking qualities of Lipton's Tea.

We shall maintain our regular prices on Lipton's Tea just as long as our great resources as the world's largest tea growers make it possible for us to do so.

Every tea taste and every price requirement is certain to be met in one of these ten blends of Lipton's Tea

Color of Label	DESCRIPTION OF BLEND	Price per lb.
Yellow	Black, Extra Choicest Blend of Ceylon and India Tea	0.70
Red	Black, Delicious Blend of Ceylon and India Tea	0.60
Pink	Black, Magnificent Blend of Ceylon and India Tea	0.50
Olive	Black and Green Mixed, Extra Choicest Blend	0.70
Gray	Black and Green Mixed, A Delicious Blend	0.60
Green	English Breakfast, Extra Choicest Blend	0.70
Blue	English Breakfast, A Delicious Blend	0.60
Salmon	Formosa Oolong, Extra Choicest Blend with Finest Ceylon and India Tea	0.70
Green	Formosa Oolong, Delicious Blend with Finest Ceylon and India Tea	0.60
Purple	Green, Extra Choicest Blend of Ceylon Green Tea	0.70

Thomas Lipton
TEA and COFFEE PLANTER, CEYLON.
NEW YORK LONDON INDIA CEYLON CHICAGO TORONTO

ASSOCIATION NEWS.

National Wholesale Grocers' Association.

At the annual convention of the National Wholesale Grocers' Association, held in San Francisco, Cal., last week, the following officers were elected: President, Theodore F. Whitmarsh, of New York City; vice-presidents, William C. McConaughey, of Parkersburg, W. Va.; P. C. Drescher, of Sacramento, Cal.; D. C. Shaw, of Pittsburg, Pa.; George W. Ferguson, of Springfield, Mass.; O. J. Moore, of Sioux City, Iowa; treasurer, Joseph Seeman, of New York City (succeeding Mr. Whitmarsh).

All the old directors were re-elected except where specified, some States having recognition for the first time on the Board, while representation was increased in others. Alabama, Earl, Birmingham; Arizona, C. M. Wickersham; Arkansas, J. T. Jarrell, Little Rock (added); Colorado, W. E. Morey, Denver (added); Delaware, Holstein Harvey, Wilmington; District of Columbia, Nicholas H. Shea; Florida, C. B. Witt, Tampa; Illinois, R. J. Roulston, Chicago (in place of W. H. Dart); Indiana, B. E. Pearson, Evansville (added); Iowa, W. C. Woodward, Fort Dodge, and F. W. Schroeder, Burlington (take place of Burt and Smith); Kansas, N. E. Hess, Wichita (added); Louisiana, J. B. Ardis (added); William McDonald, Pocatello; Maine, T. R. Savage, Bangor (added); Maryland, W. E. Shepard, Salisbury (added); Massachusetts, W. L. Flanders and A. L. Baker, Boston (added); Minnesota, R. A. Hoor, Duluth (added); Missouri, T. C. Adama, Chillicothe (added); New Mexico, Charles Ilfeld, Las Vegas; New York, E. S. Trusdell, Binghamton, Edward Cumpson, Buffalo, and Philip C. Staib (take place of Wilson, Seeman and Stewart); North Carolina, George J. Hales, Rocky Mount; North Dakota, W. A. Haverson, Grand Forks; Ohio, Harry Esterman, Cincinnati, W. M. Campbell, Washington Court House, Edward Erdman, Marietta, and George W. Barnes, Cleveland; Oklahoma, Geo. B. Massey, Oklahoma City; Oregon, Henry Hahn, Portland; Pennsylvania, F. B. Reeves, Philadelphia, and Arjay Davies, Easton (added); South Carolina, H. C. Tidman, Charleston; Tennessee, N. W. Stewart, Memphis (added); Texas, James A. Dick, El Paso; Utah, Heber Scowcraft, Ogden (added); Virginia, E. A. Sanders, Richmond (added); West Virginia, F. W. Udie, Bluefield, and Edward Wagner, Wheeling (added); Nebraska, C. R. Scott, Nebraska City (for Rice).

Reports showed there are now over a thousand members.

In the resolutions the association affirmed its support of uniform laws upon all commercial subjects, including the enactment of one uniform food law for all States, modeled after the national law; urging the remaining twenty-two States to adopt a compulsory net weight law based upon the national; urging food control officers to adopt and enforce weight and measure branding measures. Congress was petitioned most earnestly, if a parcel post system is to be perpetuated, to so organize and conduct it that all other departments of the post office service shall be self-sustaining; also charging the Interstate Commerce Commission with power and duty of investigating and determining the fair transportation cost for distribution of parcel post matter, that rates may be adequate to cover the fair cost of service; that interests of all legitimate and varied industries require that the Government shall not, directly or indirectly, grant special favors to any interest by imposing on any one class of mail a burden not justly chargeable to that class; requesting Congress to amend the interstate commerce law by extending to all common carriers the existing provision, prohibiting railroads from engaging in other business than that of transportation; requesting the President and Congress to co-operate with the trade of country in securing such reciprocal arrangements with South American republics as will permit importation by those countries of foods from this country under such conditions as will permit their use and consumption by the people of those countries; indorsing the metric system and urging members to adopt the plan on private brands; deploring the use of trading stamps, gift enterprises, premiums, schemes and deals in the distribution of food products; urging either the repeal or suitable amendment of the law taxing mixed flour, to the end that health flours and wholesale mixe flours sold under distinctive nam and not offered as wheat flour be e empt; requesting the "better co tainers" committee to continue i investigation, with particular refe ence to paper containers; suppor ing the adoption of a resolution b the executive committee regardin cotton and urging its more extende use in packing and shipping foods approving the Federal Trade Con mission and pledging it support an co-operation.

Hearing on Flour Transferred to Washington.

The hearing to discuss definitions an standards for various kinds of flou called for May 24th in St. Paul, Minn was postponed and transferred t Washington. This hearing, which is t be held by the Joint Committee o Definitions and Standards, composed o representatives of the Association o American Dairy, Food and Drug Offi cials, the Association of Official Agri cultural Chemists and the U. S. Depart ment of Agriculture, will be held in th Bieber Building, 1358 B street, S. W. Washington, D. C., Saturday, June 5th at 10 A. M., before the entire committee, which is to be in session in Washington from June 1st to that date.

An Important Consolidation.

Ross W. Weir & Co., Inc., announce the taking over of the business of Edwin J. Gillies & Co., Inc. The consolidation is effective to increase the scope and effectiveness of their organization. In the new company Ross W. Weir is president and treasurer, Edwin J. Gillies and L. S. Cooper, vice-presidents. The entire sales force of Edwin J. Gillies & Co., Inc., has been retained and will co-operate with the regular staff of Ross W. Weir & Co., Inc., at 56-60 Front street, New York City. The spice, extract and rice department of the Edwin J. Gillies & Co.'s will be carried on by the new firm.

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILADA.

A SPECIAL

A factory clean-up has brought us a nice lot of

CHOICE QUALITY CUT

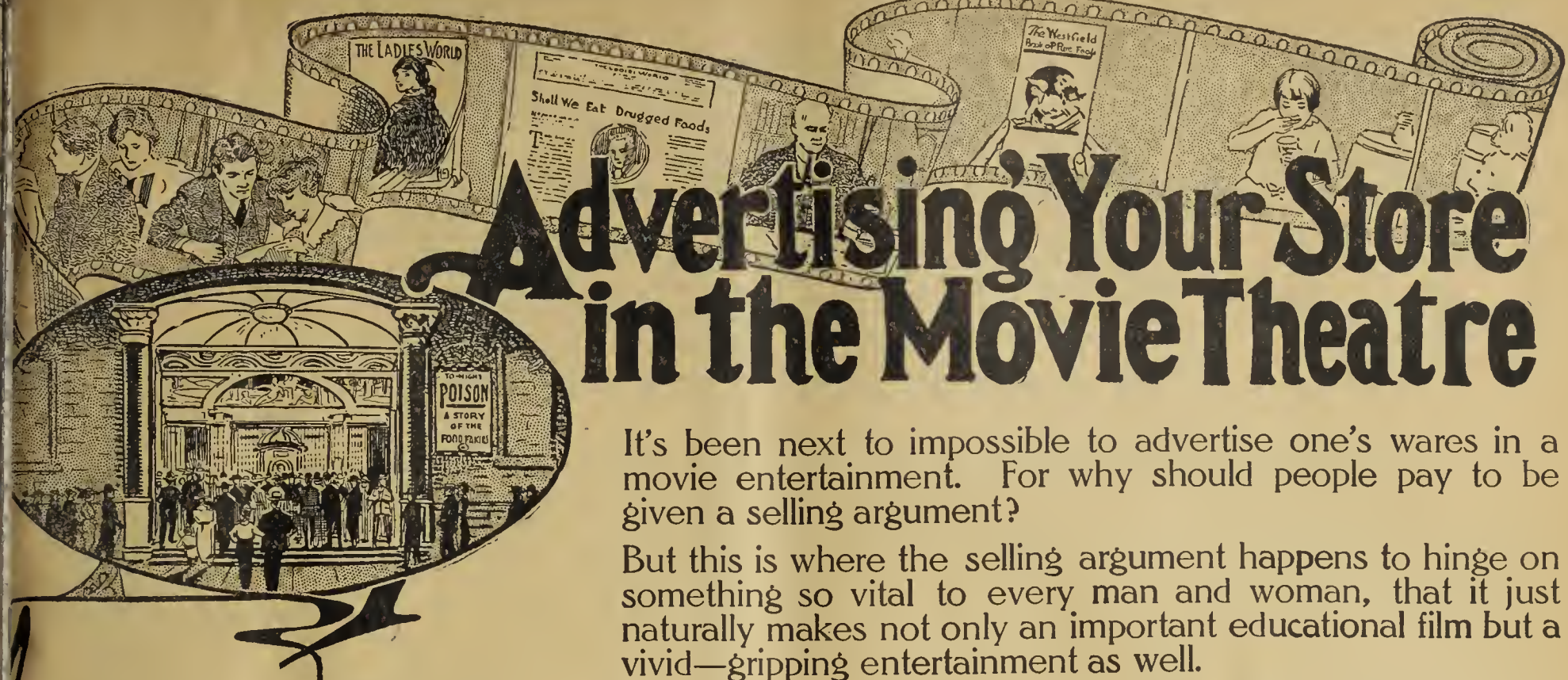
TABLE BEETS

MIKADO BRAND

All good color, good flavor, in regular No. 3 size can, goods packed to sell at $1.00 per doz. We can sell this lot at 80c per doz., and in 5-case lots at 77½c per doz. Attractive label and goods in fine condition.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

IN WRITING TO ADVERTISERS KINDLY MENTION "MODERN MERCHANT AND GROCERY WORLD"



Advertising Your Store in the Movie Theatre

It's been next to impossible to advertise one's wares in a movie entertainment. For why should people pay to be given a selling argument?

But this is where the selling argument happens to hinge on something so vital to every man and woman, that it just naturally makes not only an important educational film but a vivid—gripping entertainment as well.

The Kalem Company—one of the livest motion picture producers—is responsible for "Poison, a story of Food Fakers," which features in a powerful two-act photoplay, the story of

WESTFIELD

The Pure Food Town

and what it means to the buying public.

Booked to theatres through the General Film Company (the most important exchange) it is being shown as a feature by thousands of theatres. Many in your city!

The movies are a great institution and they get nearer the heart of people than any other medium of publicity because "seeing is believing."

What is being done is simply this:

Your store is being advertised—Provided yours has a Westfield Pure Food Sign on its window. People in the local theatres are learning about you and being taught to buy from you.

What the Pictures Tell

In a dramatic fascinating way, Kalem depicts the love story of a manufacturer's son, confronted with the fact of his father's bad foods. Westfield and Prof. Allyn come to the attention of the young man, and he journeys to Pure Food Town to behold the great manufacturers who are growing rich by giving pure foods. He learns to adopt the Westfield Standard through a series of exciting events, that keep the audience in a state of excitement and makes them enthusiasts for Westfield, Westfield manufacturers and Westfield Grocers.

—And Sell

It would be difficult to imagine that any person who sees the powerful Kalem play, will ever again be willing to buy questionable foods. And it is pretty certain that Westfield Products (those grouped below) will be surely purchased when seen. In fact, the movie is creating actual seekers after these goods—actual customers for your store.

This is the sign they are learning to know as the identification of the Westfield Grocer. It is being impressed on them not only through the medium of the movies, but through the Ladies' World and McClure's Magazine with their two million circulation. Through 103 great newspapers—that bring the Idea "right to town. "Through Westfield Cooking Schools, Lectures, Exhibits, Literature. The distinction of being a Westfield Grocer costs nothing, but to let your competitors steal your thunder is a bad handicap.

A postal or letter to Dealer Service Department, Mc Clure Publications, Inc., McClure Building, New York, will bring you a copy of the Westfield Book of Pure Foods—a Westfield Transparent Sign for your windows—and a 56-page book in full colors offering suggestions on window trimming. ALL FREE.

Push these Products and Profit by their Advertising

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

Doing Business Next to an Economy Store.

If you fellows want to think up a picture of rotten hard luck, just think up a picture of a grocer trying to do business half a square away from one of these Economy stores.

I can only think of one thing that's any tougher luck than that, and that's having the rheumatiz and the St. Vitus dance at the same time.

That's exactly what a fellow I know is up against. In fact I know quite a bunch of 'em that are up against it—there's a lot of Economy stores around and more coming—but somehow it ain't seemed to have hit the others like it's hit him.

He's hit above and below the belt at the same time, and in the head and in the neck. Especially in the neck.

You know what these Economy stores are, don't you? They calculate to cut down the cost of keeping store, and what's more, they are sure doing it. You can do it, too, if you want to turn your store inside out. You go ahead and cut out your delivery wagon and fire your cashier and your bookkeeper, and let all your clerks go but one, and give up the idea of getting new fixtures, and you'll find you're doing business on just about half what you did before. If you don't believe that, count it up.

Of course there's a heap of inconvenience, but get this—it all comes on the customer. If they're willing to get along on less, for the sake of saving something—why what the hen do you care? You ain't getting hurt any, and you can sell your stuff for less money and make just as much.

That's the way it looks to me when people say to me, "Oh these Economy stores are a fad, just like trading stamps. They won't last." Won't they, though? Seems to me they will, for all they do is to lop off some of the lazy waste that consumers have got so they had to have lately. What I mean is there's horse sense behind 'em. Things with horse sense behind 'em usually last, don't they?

That's what I told this fellow who's trying to do business half a square away from one. I told him why didn't he do like they did.

"My customers wouldn't stand for it," he said.

"Why, you say they're all going down to the Economy store," I said. "Looks as if they're standing for it, don't it?"

Here's what that Economy store is doing. All the regular 10-cent stuff it's selling for 8 cents. All the 5-cent soaps it's selling at 4 cents. Tea and coffee it's simply cutting the gizzards out of. I never saw such prices!

"They can't go on selling for that," he said to me, "they'll soon peter out."

"Don't you be too blamed sure of that," I said. "You figure up what their goods cost 'em and then add the little expense of doing business in that store, and I'll bet you'll find they're making something on all they sell."

"Well, what am I to do?" he said. "Tell me that. I can't buy goods to sell at what they sell for, even if it didn't cost me *anything* to do business."

I couldn't tell him what he's to do. I don't know. I can't tell a 10-year-old boy how to go out and lick my old friend Jess Willard. It simply can't be did. What's the 10-year-old boy to do, then, if he has to put up a fight against Jess Willard? You know the answer just as well as I do—he's going to lay down, ain't he?

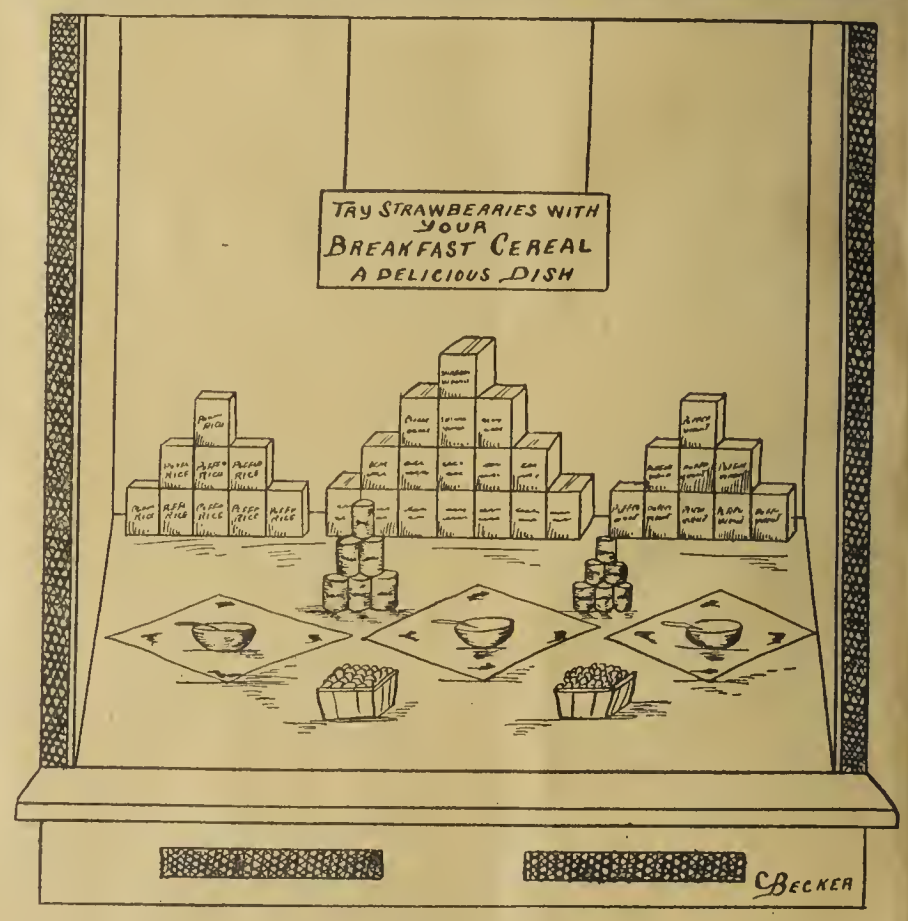
That's about the way I size up an ordinary grocer with one store trying to buck against an Economy store proposition with several hundred. You can talk about the grocer giving service and knowing his customers, and all that. That's all right. That'll hold some. There'll always be some people that'll never go near the Economy stores. They won't pay cash for one thing, and they won't carry their stuff home. But are there going to be enough of 'em to carry all the regular stores? If the one I'm talking about tells the truth, there ain't. He says he's doing a third less than he was before the Economy store started and he's losing all the time.

Know what I'd do if I was him? I'd turn my store into an Economy store so blamed quick you could see it go. I'd borrow the money buy my stuff for cash and get the discounts and everything off I could get off. I'd work the Economy stunts in the store could and I'd sell for cash. S I'd lose some business. But get some, too. And the man telling you about is losing so now, ain't he?

Don't get me wrong here. wouldn't change to Economy unl I had to. If I was doing a go trade along the regular lines a there wasn't any Economy st close by to hurt me, I'd stand p But if one of those stores open up right around the corner, and saw my people slipping away, wouldn't die in the house, take from me. I'd play the same car they did. I'd do everything th did and I'd play up the home stor to beat the band. And I'll bet stay on earth, too. I wouldn't ho everything, but I'd hold enough.

THE STROLLER.

Weekly Window Display Suggestions



Tempting Breakfast Display.

Everyone is interested in making a breakfast tasty, so try this. Cover the bottom of the window with pale green crepe paper, and in the front of the window place two one-quart boxes of very choice strawberries. A little distance in back of that place three paper napkins, and on each napkin place a bowl, each one containing a cereal, such as Puffed Wheat, Post Toasties and Shredded Wheat. Back of these place two pyramids of the large and small size of evaporated milk. In the very rear make three pyramids of the different cereals in the bowls in boxes. Now suspend a large sign card like illustration.

What Are You Doing About the $175 Lipton Window Dressing Contest— Aren't You Going In It?

Why not send us a postal *to-day* saying that you will enter the $175 window dressing contest on **Lipton's Tea?** You can't go wrong—you merely make a window display of an article which you doubtless keep in stock—and you may win a good slice of $175.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	**$75**
For the Second	**$50**
For the Third	**$25**
For the Fourth	**$15**
For the Fifth	**$10**

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

No. 313.—The Law Governing a Familiar Form of Notice Often Seen by all Kinds of Business Men.

Within the past week a large manufacturer of a store appliance has sent, probably to every trade paper in the United States—since the appliance which he makes is in general use in retail and wholesale stores—a notice for publication of which the following is an exact copy, with the exception of the names:—

> A suit has been filed in a United States court by John Jones & Co., Inc., against the Smith Co., both of Fort Wayne, Ind., for alleged infringement of certain patents on their —— ——.
>
> This will be news to thousands of merchants and consumers, and the court's decision will be eagerly watched for by public and private owners throughout the country as well as by other manufacturers of similar articles.
>
> "The users of all —— ——, other than Jones', covered by these patents, render themselves liable to suits for infringement in addition to suits brought against infringing manufacturers," says John Jones, president of John Jones & Co.

The same item has also been sent to daily newspapers, as the article referred to is in general use. The country has practically been papered with it, which amounts to this—that thousands of users of the appliance made by Smith, the defendant in Jones & Co.'s suit, are filled with doubt as to whether they should throw the appliance out in order to save themselves from suit; thousands more who would have become users will now refuse to buy, and many thousands of dollars' worth of Smith's appliance on wholesale dealers' shelves will be rendered unsalable.

It can well be believed that the mere publication of such a notice might largely ruin Smith's business over night.

Similar suits are being begun and similar notices are being published, either in news or trade papers, every day. I want to discuss the matter in this article, both from the standpoint of Smith, the manufacturer whose business is thus attacked, and the standpoint of the merchant who receives the notice, who is either using the alleged infringing article, or selling it in his store, and who is therefore liable, if he continues, to be made defendant in an infringement suit. From either standpoint the matter is most important.

The law gives to the owner of a valid patent a pretty large license to go after anybody who infringes it. And infringing it doesn't alone mean sitting calmly down with the patent before you and *intentionally* imitating it. You can infringe a patent if you did not even know it existed—merely by using something which you have bought in perfect innocence from somebody else, and which infringes it.

In other words, the law says that anybody who without authority from the owner of a patent makes, uses or sells something which infringes it, is guilty of infringing, without regard to whether he knew anything about the patent.

Applying that to the case outlined in the above notice, the merchant who bought Smith's appliance is as liable to be sued for infringement as Smith is, and moreover, he will be as guilty as Smith is, if Smith's product really does infringe upon Jones & Co.'s. It makes no difference that Smith infringed deliberately, and that Smith's customer was absolutely innocent. As between the two there is no difference in their degrees of guilt, although there will be in the amount of damages which they may have to pay.

Even the clerks of the retail merchant who is using or selling an infringing appliance are liable to an action for infringement, although they have no personal interest in the matter, and do what they do merely as employees.

So that this notice tells the truth this far—that Jones & Co. do have a right to sue every one of Smith's customers for infringement of patent. Whether they will do it is another question, but they can if they like. And further, every one of Smith's customers will be guilty—if Smith's appliance does actually infringe on Jones & Co.'s. Of course only a court hearing can determine that. The sole defence in such a hearing is that Jones & Co.'s patent is invalid.

It follows that Jones & Co. have the right to publish the fact that they have sued Smith, and therefore to ruin Smith's business in the way which the above notice tends to ruin it. But if Jones & Co. fall down in their suit, then let them look out. If after the above publication and its consequent damage to Smith, Jones & Co. decide not to go ahead and withdraw their suit, they can be made to pay Smith for all the damage they caused him. Or if they do go ahead and their case when tried proves so flimsy that obviously it could not have been brought in good faith, Smith can go after them for damages and collect them.

Suppose some merchant who is using Smith's appliance in his store gets or sees a notice of Jones & Co.'s suit, what should he do? He can either stop using it until the suit is decided, or he can ask Smith to protect him. The usual way to protect him in such a case would be for Smith to give him a bond to cover the damages, which at the worst, the customer could be compelled to pay. Those damages would usually not be heavy in the case of a defendant who was merely using the infringing article; they would probably be confined to the profit that Jones & Co. would have made had they sold their appliance to Smith's customer. Still the court could double and treble those damages it thought the case warranted it.

In order to make this article absolutely clear, I will explain that when I refer to "using" an infringing article, I mean in cases where a grocer or a druggist would use an infringing computing scale; where a retailer of any description would use an infringing waste paper basket or cash register, or account system; where a garage man should use an infringing gasoline pump; where a dry goods dealer should use an infringing measuring device, and so on and so on and so on. The law is precisely the same where a wholesale dealer sells an infringing scale to a retailer, and where the retail dealer uses the scale in his own business. If the scale infringes some patent, both wholesaler and retailer are alike guilty of infringement.

(Copyright, May, 1915, by Elton J. Buckley.)

—

Question: M. A. Stuart, Pittsburg, Pa.—I want to ask your advise. A Mr. Woods ran a bill to the amount of $50. He gave me a judgment note, then paid $12, but would not pay any more. He left a position where he received $25 a week. Is there any way I can collect the balance?

Answer.—This depends on whether he has anything you can attach. I assume the judgment note he gave you waives exemption; therefore you can enter it up in your local court and get judgment on it. If he has any real estate or personal property such as household goods you can levy on them under your judgment.

—

Question: * * *, Pa.—Some time ago we agreed, in order to fill an order for a certain family, to buy for them two pounds of butterine. The article was charged to their account as butterine.

We do not have a butterine license. The family for whom it was purchased did not settle for the bill and we are starting proceedings against them. The butterine we delivered to them was marked with the name of the man from whom we purchased it. We made no profit whatever and the lady knew at the time that we would have to buy it in the manner in which we did. It was not delivered with the rest of the order.

Please give us your advice, whether to drop proceedings against the man or not. He is wise to the oleo law.

Answer.—I advise you not to include the claim for butterine in your suit. There is of course no reason

y you should not sue them for other goods, but if you include butterine, you put yourself in position of having sold them terine without a proper license, l that is an uncomfortable posi- n to be in.

advise charging the butterine to ·ofit and loss" and merely suing m for the balance of the goods.

—

Question: E. C. Rempp, Consho- cken, Pa.—As it is the opinion of o lawyers here, to whom I have oken on the subject, that the ldren of a man, whose death oc- rred previous to that of his sister, n claim their father's share of her ney, providing she left no will, an amount equal to what their her would get if he were living the time of his sister's death, have been wondering if you sunderstood me when I asked u if my children could claim a rt of their father's sister's money, having died fourteen years ago, d his sister dying last Christmas. mean in case it was proven that e will supposed to be his sister's as proven illegal and she has a other and sister living. Will you ndly do me a favor by replying early as convenient.

Answer.—This inquiry is not ry clearly stated, but if I under- and it, it is this:—

A dies leaving an estate but no ill, or an invalid will, which is set side. If A left a brother, a sister, nd children of a brother or sister, ne estate would be divided into ree parts, one going to the rother, another to the sister and ne third divided among the hildren of the deceased brother or ister. To the best of my recollec- on, I have never expressed an pinion contrary to this, for it is the ell established law.

Pennsylvania Organization Notes.

Retail merchants throughout the State re very much disappointed at the fail- re to secure the passage of the gar- ishee and anti-trading stamp bills.

* * *

The Washington (Pa.) Board of Trade is a most active trade body. Charles N. Ketchum, the managing di- ector, is a live wire; better than that, he is a constructive engineer. He has most ably combined the civic and mer- cantile interests of that town and the monthly bulletin issued by him, entitled "What's Doing," should be on the desk of every commercial secretary. Wash- ington is the father of the "Good Roads" movement throughout the State

* * *

Butler is preparing for Good Roads Day on May 26th. Secretary A. A. Woods is assisting the Chamber of Commerce in preparing for the event. On May 17th a public meeting in the interest of good roads was held at the Court House. A brass band concert preceded the meeting.

* * *

Homestead merchants have formed a credit rating association, modeled after the Merchants' Credit Bureau of Johnstown. Secretary Lansberry is in charge.

* * *

Merchants of the Lehigh Valley will hold a district convention at Allentown on June 16th. A big attendance is expected.

* * *

Organizer Smedley addressed the Grocers' Association of Butler on May 17th. There was a good attendance. Prior to the address the routine business was transacted. At the conclusion of the meeting an hour was spent in social converse. Butler grocers are well organized and they attend the meetings without coaxing, recognizing the fact that their meetings are a source of profit to them.

* * *

Ralph L. Wood has resigned from the secretaryship of the New Brighton Association and has returned to Tiffin, Ohio.

* * *

Organizer Smedley addressed the Merchants' Association of Zelionople on May 18th. He found a live, active body of business men. President Kennedy and Secretary Forrest are good leaders.

Zelionople is a pretty town, with well-paved streets, fine homes and all city improvements, and is located midway between Butler and New Castle. Secretary E. O'Brien, of New Castle, accompanied the Organizer and made a splendid address.

* * *

C. Wesley Baker has been appointed secretary of the Carbondale Association.

* * *

The Organizer spent an hour or two in New Castle recently on his way to fill engagements in that vicinity. Found the association thriving. J. C. Norris, of New Castle, has been appointed a member of the Committee of Trade Relations, recently appointed by President J. Denny O'Niell.

A GROCERS' LEAGUE WITH AN IDEA BEHIND IT.

The McClure Publications Successfully Launch Big Grocer League Idea Which Will Extend Many Dealer Helps to Retailer, Gratis.

Although not shed of its swaddling clothes yet, The Westfield Grocers' League, fostered by the McClure Publications, Inc., and having behind it the influence of "The Ladies' World," a nationally circulated women's publication, and McClure's magazine—a total of over 7,000,000 readers a month—promises to become firmly established and "doing business" at an early date.

A very complete and easily absorbed outline of the idea has been furnished dealers in the shape of "The Ladies' World Helps for Grocers," which is now being sent to the trade. The magazine supplement contains 24 pages, most of which is of pertinent interest to the grocer in the advancement of his business and the book will be mailed, entirely without cost, to those interested.

The object of the Westfield Grocers' League is primarily to perpetuate the national exploitation of pure foods; to render dealers who are in sympathy with the idea of selling non-deleterious products every assistance possible; to increase the dealer's business, which is accomplished through the grocer's identification with the Westfield League as a "Westfield Grocer," and the helpful editorial activity of "The Ladies' World" and "McClure's Magazine" in agitating trade with "Westfield Grocers," and to acquaint the public generally, through the dealer in the way of window displays, bulletins, store signs, etc., of the importance of buying wholesome foodstuffs.

No expense of any kind is entailed in a membership to the League. The contrary is very much the case, inasmuch as the very efficient organizations of both these powerful magazines are ready to render assistance of practically any nature to the retail grocer.

A special dealer service department has been organized, which will make it a business of sending out frequent helpful suggestions in the form of letters, circulars, diagrams of window trims, and which will endeavor in any practical way to aid the dealer.

A reproduction of the handsomely engraved membership certificate is shown herewith, which is supplied to all members and which immediately identifies the store as a "Westfield" one. This certificate will be reproduced in both "McClure's Magazine" and "The Ladies' World" and the plan will be to agitate through powerful editorial matter, the housewife's trading only at stores showing this sign.

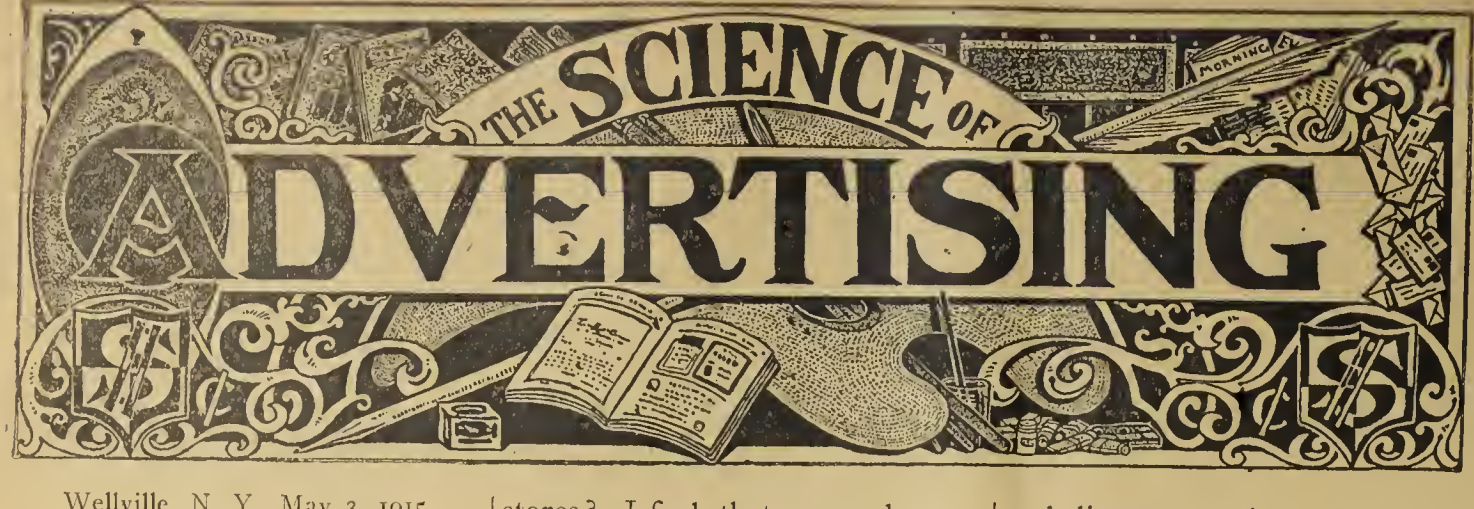
The "Helps for Grocers" magazine contains, as well, 20 individual offers of dealer aids from that number of nationally advertising manufacturers and distributors, as well as outlines 10 distinct offers which members of The Westfield Grocers' League will be privileged to enjoy.

Among the other features of "The Ladies' World Helps for Grocers" are: a detailed explanation of the Westfield Standard; a powerful article by Professor Lewis B. Allyn, food editor of the McClure Publications, entitled "The Housewife and the Grocer," and a considerable volume of other matter which is of pertinent interest to the dealer.

Applications for membership in the League are being received in large numbers, according to recent reports, and every grocer is urged to individualize his store and go squarely on record as being in favor of distributing pure foods by displaying the membership certificate, and, as well, enjoying the many League benefits.

All particulars will be furnished on application to "The Ladies' World," 251 Fourth avenue, New York.—Advt.

McCLURE'S
Certificate of Membership
WESTFIELD GROCERS LEAGUE
UNDER THE AUSPICES OF THE LADIES' WORLD AND McCLURE'S MAGAZINE
ENTITLES
to the support and co-operation of every Mother, Housewife and Buyer of Food Products who believes that the sale of PURE FOODS should be encouraged. It is issued only to grocers who subscribe to the principles of the Westfield Pure Food Movement as carried on monthly by the magazines of THE McCLURE PUBLICATIONS, INC.
The grocers showing this certificate of Membership are glad to sell Westfield Standard Food Products, which embrace the widest range possible of the purest foods made and sold at popular prices.
SECRETARY
GUARANTEED BY McCLURE PUBS., INC.
WESTFIELD-MASS
PROF. LEWIS B. ALLYN
CHEMIST OF WESTFIELD, FOOD EDITOR
THE LADIES' WORLD



Wellville, N. Y., May 3, 1915.
Editor "Science of Advertising."

Dear Sir:—I wish to ask your advice on an advertising subject, perhaps you can outline something out for me.

We run a strictly cash store, giving the public the advantage of the saving thereby made in the price of goods. We do not wish to quote any prices, but want to say something that will bring the people to the store.

We do not solicit orders, thereby making another saving. We started on a cash system on February 1, 1913, we find an increase in the business since that time and also over previous years.

We have next to the largest, if not the largest, store in our town, where there are 14 in number; we carry everything in staple and fancy groceries, also all seasonable fruit and vegetables, and specialize on sanitary handling, courteous treatment and quick delivery and a great saving in the price of goods. We advertise in the form of a circular distributed to every house.

Thanking you in advance,
Yours truly,
H. J. GAUS,
Of L. C. Gallman's Cash Grocery.

I don't believe this correspondent can advertise efficiently unless he quotes prices. You will note he says he doesn't wish to quote prices—why not, for goodness sake? That is the strongest thing he can do. I have read carefully what he says he offers his trade, as a special inducement for them to deal at his store, and there isn't a thing there, in my judgment, that amounts to anything except the "great saving in the price of goods." All other stores promise "sanitary handling, courteous treatment and quick delivery," and they all furnish those things in greater or smaller degree. The "great saving in the price of goods," is where you have them—the other stores can't meet you there, if your claim is true. Doesn't it seem shortsighted to suppress your strongest argument—the only argument which your competitors can't answer? It seems so to me. I should quote and quote and quote as long as I could quote below other stores' prices.

* * *

Are you very sure you are really selling goods cheaper than other stores? I find that a good many cash stores assume that because they sell for cash they *must* be selling cheaper, and they go ahead and make the claim without investigation. If I were in this correspondent's position, I should send somebody around to all the other thirteen stores in his town, to buy say five articles—well known, earmarked articles, that they all—including your own store—handled. I should select articles on which I had reason to believe my prices were below theirs, and I should tabulate their prices, and if mine were really lower, I should publish the result in an advertisement that would make everybody in the place sit up and take notice. I would not mention the names of the other stores where I had bought goods, or be nasty to them in any way, but I should make a fair statement, from which the public would clearly see that I was selling cheaper than others. If you are really doing th and can prove it, this ought to your plan of advertising, in r judgment, and in half a day you c get all the material you will ne for weeks.

* * *

I want to repeat and to emph size that it would be a great mi take not to quote prices. You ha got to give people something make up for refusing to give the credit and for refusing to go to the houses after their orders. Promis to serve them courteously and d liver their goods quickly are n enough. The only thing that w serve is to sell them cheaper, a even that, you have doubtless foun won't serve with everybody.

NOTE.—This department is devoted the criticism of advertising matter se in, to the devising of new advertisi ideas for special occasions, upon reque and to the suggesting of original adve tisements when data is supplied. A communications sent for this Depar ment should be addressed to the Edit of Science of Advertising. They wi be taken up in strict rotation.

Figuring Pickle Prices and Profits.

The Jacob Dold Packing Co. has prepared a most interesting table showing the gross returns from various sized barrels of pickles, at different retail prices. Retailers can tell at a glance by looking at this table what price they would have to get for pickles in order to derive a proper profit:—

PROFIT ON PICKLES.

Smaller sizes plain pickles, and including mixed pickles and chow, if sold by the measure:—

A 45 gal. cask of pickles at 10c per qt. brings	$18.00
A 45 gal. cask of pickles at 12½c per qt. brings	22.50
A 45 gal. cask of pickles at 15c per qt. brings	27.00
A 45 gal. cask of pickles at 20c per qt. brings	36.00
A 45 gal. cask of pickles at 25c per qt. brings	45.00
A 30 gal. bbl. of pickles at 10c per qt. brings	12.00
A 30 gal. bbl. of pickles at 12½c per qt. brings	15.00
A 30 gal. bbl. of pickles at 15c per qt. brings	18.00
A 30 gal. bbl. of pickles at 20c per qt. brings	24.00
A 30 gal. bbl. of pickles at 25c per qt. brings	30.00
A 15 gal. hf. bbl. of pickles at 10c per qt. brings	6.00
A 15 gal. hf. bbl. of pickles at 12½c per qt. brings	7.50
A 15 gal. hf. bbl. of pickles at 15c per qt. brings	9.00
A 15 gal. hf. bbl. of pickles at 20c per qt. brings	12.00
A 15 gal. hf. bbl. of pickles at 25c per qt. brings	15.00
A 15 gal. hf. bbl. of pickles at 30c per qt. brings	18.00

From this table it will be seen at a glance at what price pickles should be sold to show a proper margin of profit:—

Large pickles are usually sold 2, 3 or 4 for 5 cents by the retailer. Thus pickles counting:—

600 per 45 gal. cask at 2 for 5c would bring	$15.00
600 per 45 gal. cask at 3 for 5c would bring	10.00
600 per 45 gal. cask at 4 for 5c would bring	7.50
800 per 45 gal. cask at 2 for 5c would bring	20.00
800 per 45 gal. cask at 3 for 5c would bring	13.30
800 per 45 gal. cask at 4 for 5c would bring	10.00
1,000 per 45 gal. cask at 2 for 5c would bring	25.00
1,000 per 45 gal. cask at 3 for 5c would bring	16.65
1,000 per 45 gal. cask at 4 for 5c would bring	12.50
1,200 per 45 gal. cask at 3 for 5c would bring	20.00
1,200 per 45 gal. cask at 4 for 5c would bring	15.00
1,200 per 45 gal. cask at 1c each would bring	12.00
1,800 per 45 gal. cask at 3 for 5c would bring	30.00
1,800 per 45 gal. cask at 4 for 5c would bring	22.50
1,800 per 45 gal. cask at 1c each would bring	18.00

Other sizes are mostly sold by the dozen or quart.

2,400 per 30 gal. bbl. at 12c per dozen would bring	24.00
2,400 per 30 gal. bbl. at 10c per dozen would bring	20.00
2,400 per 30 gal. bbl. at 8c per dozen would bring	16.00
3,000 per 30 gal. bbl. at 12c per dozen would bring	30.00
3,000 per 30 gal. bbl. at 10c per dozen would bring	25.00
3,000 per 30 gal. bbl. at 8c per dozen would bring	20.00
3,600 per 30 gal. bbl. at 12c per dozen would bring	36.00
3,600 per 30 gal. bbl. at 10c per dozen would bring	30.00
3,600 per 30 gal. bbl. at 8c per dozen would bring	24.00
4,800 per 30 gal. bbl. at 12c per dozen would bring	48.00
4,800 per 30 gal. bbl. at 10c per dozen would bring	40.00
4,800 per 30 gal. bbl. at 8c per dozen would bring	32.00
4,800 per 30 gal. bbl. at 6c per dozen would bring	24.00

The Loss That Comes From Not Taking Discounts.

In order to show retailers the hig price they pay for the privilege of tal ing full time on their invoices, H. M Cary, of the Theodore Poehler Me cantile Co., of Emporia, Kan., has pr sented the following table showing th interest equivalents of a few cash di counts:—

(1) One per cent. in 10 days in a 30-day bill means 18 per cent. per annum. Example: Invoice $1,000, 30 days net, 1 per cent. for cash in 10 days. If the merchant pays in 10 days he receives $10 cash discount, which, in effect, is the interest the wholesale house pays him for the use of $1,000 for the 20 days unexpired time. This is at the rate of 18 per cent. per annum, for the interest on $1,000 for 20 days at 18 per cent. is $10.

(2) Invoice of $1,000, terms 60 days net, 2 per cent. for cash in 10 days. Discount $20, unexpired time 50 days, interest equivalent 14 4-10 per cent. per annum.

(3) Invoice $1,000, terms 6 months net, 6 per cent. for cash in 30 days. Discount $60, unexpired time 5 months, interest equivalent 14 4-10 per cent. per annum.

(4) Invoice $1,000, terms 4 months, net, 4 per cent. for cash in 30 days. Discount $40, unexpired time 3 months, interest equivalent 16 per cent. per annum.

(5) Invoice $1,000, terms 6 months net, 6 per cent. for cash in 60 days. Discount $60, unexpired time 4 months, interest equivalent 18 per cent. per annum.

The above few examples will show what a heavy discount disadvantage the retailer works against when he takes full time on his bills. He could borrow money to discount his purchases and make 6 to 10 per cent. on the transaction, besides keeping his business in hand better then he possibly can when he owes a large number of wholesale houses.

Modern Merchant

AND

Grocery World

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DAVID EZEKIEL, Advertising Manager.

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The House of Rothschild, Its Beginning, Its Methods and Its End

Apparently a Promoters' Proposition, Although Mercantile Agencies Gave It a Net Worth of $200,000. Manager Said Manufacturers Whom He Had Befriended Would Sell Him Goods at Cost, Enabling Him to Sell Cheap. Some Interesting Correspondence. Concern Now Forced to Liquidate Because of Trade Opposition.

Nothing has so stirred the trade for several years as the exploits of the "House of Rothchild," a jobbing concern which branched out a few weeks ago with large advertisements in most of the more prominent trade papers of the country, offering well-known staples at extremely low prices. The "Modern Merchant and Grocery World" carried two of their advertisements, one a double page spread and the other a single page. The first offered proprietary food products at sharply cut prices and the other offered dry goods.

When the "Modern Merchant and Grocery World" was offered this business it made a thorough investigation of the financial status of the House of Rothschild, and found apparently that it was exceedingly high. The mercantile agencies gave it a net worth of about $200,000. The House of Rothschild consisted of Abraham M. Rothschild, aged 59, and George C. Beekman, aged 35. Both were New Yorkers. The business was started about February 1, 1915, by Rothschild, associated with a brother, Charles M. Rothschild, a financial broker. The two Rothschilds were financial brokers in Chicago for about seven years. Beekman was formerly employed by large Chicago and New York mail-order houses and has had a fair reputation. According to all information, Abraham Rothschild has been a promoter and schemer all his life. He had a scheme in Yonkers, N. Y., called the Yonkers Security Co. which he conducted in the name of his wife. Rothschild claimed in the beginning that he had performed various services for manufacturers, who agreed to let him have their goods at cost if he would start in the mail-order business. That was how he could sell so cheaply.

Apparently the business that flowed in to the concern from its trade advertisements was enormous, for pretty soon the "Modern Merchant and Grocery World" began to receive complaints from subscribers who had sent in orders and checks. These complaints took two forms: Either the concern would accept an order, ship part of the goods and then forget to refund the balance of the money or to ship the balance of the goods; or would at once return the customer's check and say they could not fill the order. Several complaints of the first class were straightened out by sharp letters sent to the House of Rothschild by this paper. One of the typical letters of complaint of the second class was the following:—

Cowanesque, Pa., May 28, 1915.
To the Editor.

Dear Sir:—In your issue of April 26th the House of Rothschild ran an advertisement. I wrote to them for complete price list; they sent it, and nearly everything was listed cheaper than I had been buying.

I went through my stock and made out an order for just the things I needed (not a lot of some cheap prices). Thinking there might be some changes, or they might be out of some items, I sent the order for confirmation; they returned the order with letter dated May 13, 1915, inclosed. I then sent them order and check for full amount, which they returned to me with letter dated May 17th. I wrote them for just the reason for not filling the order and have received no reply. I noticed their advertisement again in your last issue and sent them a small order, with check, which was also returned. Could you find out what is the reason they will not ship as advertised?

Yours truly,
R. A. Bates.

Finally the complaints from subscribers became so frequent that this paper addressed the following letter to the House of Rothschild:

Philadelphia, May 28, 1915.
House of Rothschild,
New York City.

Gentlemen:—We are becoming exceedingly curious as to what sort of people you are. Since the publication of your first advertisement in this paper, we have received a very large number of inquiries as to whether you would be safe to buy from, and acting upon what we obtained from the mercantile agencies, we have given you just as favorable send-off as we possibly could.

It appears that a considerable number of our subscribers sent in orders accompanied by checks, and judging by the letters we have received, their relations with you have almost always been very unsatisfactory. You ship half of the goods and hold on to the balance of the money, sending it only when people threaten to sue you, or you ship nothing and hold on to all the money, refunding it only when you have to.

We had some letters in this morning along this same line, and we are beginning to get decidedly disgusted, not to say suspicious, about your business methods.

We are at least morally responsible to our subscribers who patronize you through advertising contained in this paper, and we do not propose to see them mulcted in any way if we can help it.

We feel like saying to you that unless you will furnish us with some reasonable explanation of the way you have acted, which we can publish in this paper, we shall suspend business relations with you, shall lay our experience before the other papers which are carrying your advertising and shall suggest to them that they join with us in warning the trade against your concern.

Yours very truly,
Modern Merchant and Grocery World.

The Rothschild concern replied as follows:—

June 1, 1915.
Grocery World Publication Co.,
Philadelphia, Pa.

Gentlemen:—Yours of the 28th ult. received, and we must acknowledge that you and many of your subscribers are perfectly justifie in finding fault with us.

We had no idea that we would ever receive the number of orders that we did. It has been utterly impossible to do justice to them. Where we have been unable to ship all the goods that a party would order, we did the best we could and shipped part. We do not think any one, however, has ever found fault with our prices. Where we have been unable to make shipment we have invariably and promptly refunded the money.

We will thank you very kindly if you will let us know if anybody has ever sent us any money and has failed to receive either the goods or a refund.

We are now reorganizing our business and will thank you not to insert any further advertisements until you receive word from us.

We again would thank you to kindly call our attention to anybody who has sent us an order wherein we have failed to refund.

Very respectfully yours,
The House of Rothschild.

The "Modern Merchant and Grocery World" understands on pretty good authority that the House of Rothschild is now liquidating and has refunded or will refund the money to every dealer whose order could not be filled. The concern claims that it is unable to proceed because of the opposition of the large New York jobbing houses in both grocery and dry goods lines.

What Happened to One Retailer Who Didn't Think An Inventory Worth While

Found He Had Practically Wasted Five Years. His Stock was Excessive and His Method of Figuring Cost and Profits All Wrong. Difference Between Profit on Cost and Profit on Selling Price.

Daniel P. Morse, of Morse & Rogers, New York, has issued a leaflet containing a simple story which would convince the most obtuse retail dealer of the necessity of the inventory.

It is the story of a general storekeeper who, after being in business several years, took an inventory which acted as a sign post pointing to indicate that the broad, straight highway he was on was leading to destruction. The retailer says that he was the most surprised and worried man after he had begun to understand what the inventory figures meant. He had done a good business, increasing a little every year, but there was no net profit even on the books. He realized that he must find where the trouble lay or the sheriff would.

The inventory showed merchandise in stock costing $12,000. This was larger than he had ever had before, but the increase was completely offset by increased obligations so that there was no satisfaction in the stock increase. There was something wrong with the management and method of business.

The first discovery was that while sales had shown small increase each year stock had increased even more. Five years ago a business of $25,000 had been done on a stock of

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

Full face, not quite life size

Side face, not quite life size

If You Know a Bargain When You See One, Look at This

¶ We aren't ordinarily in the merchandise business here, but a watch chance has happened to come our way, and it's so splendiferously good that I proposed it be passed on to you.

¶ A *good* open-faced gold-filled watch, thin model, clean built, thoroughbred, made by the famous Knickerbocker Watch Company, of New York, one of the big watch people of the United States.

¶ I get more enthusiastic about this watch ever time I look at it. It's one of the classiest-looking timepieces I ever saw. One of our staff here has been carrying one for four years and it's been taken several times for a $100 watch. You can't tell the difference at all.

¶ Now understand, it won't keep time quite as well as a $150 chronometer, but it *will* keep time well enough for all your purposes or mine.

¶ The manufacturer's guarantee is one of the biggest things about it :—

¶ The movement, a seven-jewel, adjusted, lever movement, is *guaranteed for five years,* not for one year like other watches.

¶ The case is made by the well-known Illinois Watch Company, and is extra heavy, dust and moisture proof. It's *guaranteed for ten years.* Dials either plain white or gold.

¶ We can sell you one of these watches for **Six Dollars,** but you must send the money with your order and also send ten cents for postage. We can't trust anybody on this deal—for it isn't a money-making scheme—we're doing it simply to pass along a good thing to you.

¶ If you don't like the watch after you see it, send it back and we'll return your money. You never had a chance like this before in your life. Address

JIMMY MANDER Special Stunt Man of the "Modern Merchant and Grocery World"
927 ARCH STREET : PHILADELPHIA, PA.

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If you sell a customer a nationally advertised brand on which the profit is in your view inadequate, you have a chance to make the inadequate profit up by selling her something else, because she will still remain your satisfied customer.

Suppose you worry her to take an unknown brand instead of what she wanted, and she doesn't do it; you have not made the larger profit you expected to make on the unknown brand, and you have soured a customer. Which looks like the better course ?

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills. "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

$7,000, but last year a business of $30,000 was done on a stock of $12,000, each year excuses being made for overbuying, on the ground that frequent changes in style and a fickle public made larger purchases necessary.

The big stock was what worried him, for he saw that he would be lucky if he could get 50 cents on the dollar at a forced sale, but there were some other mistakes found upon careful reflection and study of the figures, some small and unimportant in themselves, but amounting to considerable in the aggregate. The most important came out in a study of the question how much profit would have been made during the previous year if there had been no loss from overbuying, or from the other leaks discovered. To determine this a comparison of expenses for the year with an estimate of the gross profit of the merchandise sold was made. When he had started in business he had understood that the majority of retailers figure on an average profit of about 20 per cent. This was accepted as standard and merchandise was marked at approximately 20 per cent. over the cost price. When he compared his estimated gross profits with expenses for the year he found, to his surprise, that the expenses about equalled the gross profits. This was a hard jolt because it was perfectly plain that he had not been adding enough profit to his goods, and by going over the case carefully found that expenses and the cost of doing business had increased all out of proportion to sales, yet there had been no increase in the percentage of gross profit.

Not being able to understand the situation, he took it up with a friend, a banker, who pointed out that his entire method of determining what percentage of profit was necessary was entirely wrong. He showed that expenses were about $6,000 and sales about $30,000, and $6,000 was 20 per cent. of $30,000. This made it clear that 20 per cent. on the selling price must be made to cover expenses alone, though the retailer had been thinking that he was making 25 per cent. gross profits on sales by adding only 25 per cent. to the cost price. He learned that to come out with 25 per cent. profit on his sales he must add 33⅓ per cent. to the cost price. The idea was such a revelation to this retailer that he felt that it must be a mistake many other merchants were making, that comparatively few understand that there is a mighty big difference between 25 per cent. on cost price and 25 per cent. on selling price.

When the retailer had analyzed the situation closely his next step was to clean up and reduce his stock to a reasonable amount, and then adopt the practice of doing a maximum business on a minimum investment. The importance of this had never occurred to him. He had bought all he thought he could sell and without much regard for what he would have left over. He said his profit did not begin until he kept his stock down consistent with the demand of trade, which gives the added advantage of keeping the stock fresh all the time and little risk of getting loaded with styles that go dead. Further, with stock small, bills have been met promptly and cash discounts taken advantage of, which gives an item of profit representing a tidy sum at the end of the year. He said that at one time he had begun to feel, before he understood his business, that the small merchants were being crowded out by the big stores, but now he knows, for his own experience has taught him that his difficulties were all due to personal blindness to the condition of his own business, that competition had nothing to do with five years spent in making a bare living.

ESTABLISHED 1869

CHAMPION BRAND 1915 PEAS

READY FOR SHIPMENT

QUALITY PARAMOUNT and GUARANTEED

Always evenly graded in size and uniform in quality; sweet and tender in clear, sparkling liquor. They have a "melt-in-your-mouth flavor" that should be tasted to be appreciated.

Ask Your Jobber for Prices

IF HE CAN'T FURNISH THEM WRITE TO

H. J. McGRATH CO., Baltimore, Md.

INQUIRIES SOLICITED

The New York Letter

Tobacco Dealers Tell How Tobacco Trust Froze Them Out. Court Strikes Blow at Bankrupt Merchant's Scheme to Prefer Creditors. Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, June 4, 1915.

The wholesale and retail dealers in manufactured tobacco have during the week filed detailed charges with the Attorney-General at Washington against the American Tobacco Co., New Jersey Tobacco Co. and the Metropolitan Tobacco Co., the basis being that these concerns had combined in restraint of trade. The dealers asked the United States Government to take the matter up and proceed against what they claim is an illegal combination.

The substance of the complaint is that the American Tobacco Co. a short time ago adopted a new plan under which it refused to sell the jobbers direct, but named the Metropolitan Tobacco Co. as its sole agent. The American Tobacco Co. sold the Metropolitan Tobacco Co., and the Metropolitan Co. sold the jobbers. The claim is that inasmuch as the Metropolitan Co. is itself a jobber in manufactured tobaccos, this move placed the other jobbers practically in the hands of a competitor. The charge is also made that this plan caused the failure of eight jobbers, and caused losses to all the rest. The jobbers say that the Metropolitan Tobacco Co. is merely a creature of the American Tobacco Co., and that appointing it agent is done for the sole purpose of killing off a number of the independent dealers and securing the bulk of the jobbing business.

The complaint says that the Metropolitan Tobacco Co. under this system now does 90 per cent. of th jobbing business in this distric thus leaving nothing except cigar for the independent jobbers t handle.

The independent retailer claim that he cannot buy except of on jobber, which means that there i no competition for his trade, an the entire scheme is therefore monopoly.

The retailers further say that th United Cigar Stores Co. buys direc from the American Tobacco Co. a a lower price than the ordinary retailer can buy through the Metropolitan Co. This also prevents the ordinary retailer from competing with the United Cigar Stores Co.

* * *

A very interesting and important decision in the trade has just been handed down by the United States District Court for this district.

It concerns the right of an insolvent merchant on the eve of bankruptcy to place a chattel mortgage upon his assets, thus depriving his creditors of the share in his property to which they are entitled. The case had to do with a butcher named D'Apice, who had a chain of meat stores in Yonkers, N. Y. He went into bankruptcy last fall with liabilities of $10,500. Just be-

The Week's One-Time Ads.

There's something advertised this week that I know all about. It's *Chase-O*, a little thing made by a Philadelphia concern down on Front street. *Chase-O* comes in little white crystals and any woman who will mix some with her soap will be able to get through her wash day with just about three-quarters of the work saved—and the clothes look as fine as silk. I say I know what I'm talking about, for my wife uses *Chase-O*, and says she wouldn't do without it if she had to steal it. I asked her the other day which she'd give up if she had to give up *Chase-O* or me. I won't tell you what she said, but I felt pretty mean about it. Get next to this, gents. It's really the biggest little thing of the kind I ever saw. These other laundry tablets and laundry powders aren't in it.

JIMMY MANDER.

ore doing this he gave a chattel mortgage of $2,500 to his brother n all of his stores and live stock, hich just about covered all of the quity in the stores. The brother nen assigned this chattel mortgage o the butcher's largest creditor, ho thus was practically paid in ull while none of the other creditrs got anything. Some of the latter. among them Armour & Co., Cudahy & Co. and Morris & Co. ttacked the mortgage on the round that it was given in fraud f creditors' rights and that the whole scheme was one to prefer one reditor as against the other. The ourt sustained this view and set he mortgage aside.

* * *

The secretary and outside manager of the National Retail Dry Goods Association returned to this city during the week after a tour through the South and West. They claim during their absence to have made addresses before representatives of 800 retail concerns, both large and small, and claim that the opposition to premium schemes is steadily growing.

The entire trip, as a matter of fact, was taken as a part of the association's fight against coupons and stamps. The officers say they will continue the fight from the New York headquarters.

Summarized Market Conditions.

Tea unchanged with low grades, both black and green, very firm. New crop samples of Japans and Formosas have reached this market.—Coffee unsettled, but general tone for all grades is dull and heavy. Futures somewhat stronger.—Refined sugar firmer, all refiners quoting 6.10, though accepting 6 cents. Federal took orders for a while at 5.85. Raw sugars firm at slight fractional advance. Demand from abroad is the principal factor.—All dried fruits quiet and unchanged. Some signs of strength developing in prunes.—Canned goods slightly stronger on account of the unseasonable weather for the new crop. Prices about unchanged.—Wheat unsettled and shows a decline from highest points. Large crop expectations are causing a weaker market.—Flour in better demand at prices about 75 cents a barrel below highest point.

DEALERS' NOTICE:

UNITED PSC

W. Wrigley Jr. Co.

announces a

New Trade-Gripper

FULL OF PEP!

Delicious double-strength Peppermint chewing gum with the added attraction of a

United PROFIT-SHARING Coupon

in each 5c package.

It is being extensively advertised throughout the country:

Double wrapped and sealed. And every box has a 5-coupon certificate free to *you!*

Get in on this "Peppy" Campaign!

WRIGLEY'S SPEARMINT is a strong seller, too, and now has United Profit-Sharing Coupons. *Keep up your profits* on the "Wrigley Twin Mints," the biggest nickel's worth of pleasure and profit possible to buy!

Order from your Jobber to-day

TELL CUSTOMERS

"The Wrigley chewing gums are a big 5 cents' worth. United Profit-Sharing Coupons with them now—good toward valuable presents."

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

WITH THE EDITOR

Rescuing Canned Goods From the Slough of Despond.

There is considerable difference of opinion among the various affected interests as to the best way of rescuing the canned goods industry from the hard times into which it has fallen, which hard times can perhaps be described as an excess of supply over demand. The "Canned Foods Publicity Committee" of the National Wholesale Grocers' Association thus explained it in its report to the recent convention of that organization in San Francisco:—

> The canning industry for the season of 1914-15 has not prospered as it deserved. The war in Europe stopped exportation to a considera- extent, not only of canned foods, but of other manufactures, and has produced during the close of 1914 and thus far during 1915, a distressing condition of non-employment in the cities and large towns, where canned foods are largely consumed, and the people do not seem yet to understand that canned foods are about the most economical foods they can use, as well as the most tasty and wholesome.
>
> The production in 1914, of the great canned food staples, was the largest ever known, and that fact had a depressing effect upon prices, and then some other food articles, eggs especially, have been cheap, and statistics show a co-relative consumption between eggs and canned foods, for when eggs are cheap they are heavily substituted for canned foods by consumer.
>
> Altogether the season has been one of difficulty and depression for canners and wholesale and retail dealers.

The report discusses the plan of the National Canners' Association, which was recently described in this paper, of raising $200,000 and spending it in advertising under the direction of a publicity expert. The jobbers do not seem to think very much of that plan, because they do not believe such a sum could be raised. Their counter suggestion is this:—

> Much can be accomplished toward promoting the increase of consumption of canned foods by a general campaign of education through the wholesale grocers and without the raising or expenditure of any large sum of money.
>
> Managers of canned foods departments for wholesale grocery houses can arrange to conduct a campaign of education by lecturing on canned foods before schools, clubs, church societies, domestic science classes and practically illustrating the lectures with samples, and I recommend that an organization be formed to conduct a campaign of that kind, and that such a campaign be undertaken by the incoming Canned Foods Publicity Committee, and that such committee be empowered to employ a clerical force to conduct and manage it and to receive and classify reports from all parts of the country and report its proceedings to the next annual convention of this association. It should be understood that any wholesale grocer co-operating in the work shall have a right to promote his own brands of canned foods if he sees fit to do so, for the reason that the purpose is to educate the people to use more canned foods, no matter what label they may bear.
>
> An enormous immigration of European people into this country will begin as soon as the present dreadful war is ended, and we will need to conserve all our food resources and to educate the immigrant population to use canned foods, while we also teach the new generation of housewives and consumers the economy and wholesomeness of the products of the great canning industry.

This might be practical if an organization of jobbers should employ a lecturer for the purpose described, but if it is to be left to the employees of the individual jobbers, it will never be done. Those men usually have their hands full, and with all due respect, few of them are competent to do lecturing work. With this amendment, the "Modern Merchant and Grocery World" heartily endorses the plan recommended, and would be glad to aid it in every possible way.

Two Pressing Trade Questions Answered.

The following letter, received from a Pennsylvania subscriber who requests the withholding of his name, raises again the question which is rapidly becoming incessant—how shall the average retailer meet the extraordinary competition which surrounds him:—

> We have been running a credit business, and, in fact, every store in this surrounding country extends credit. We have been thinking seriously of changing into a cash business, and if we extend any credit at all, it will be for only two weeks, regardless of the customer's financial ability. We find giving credit is very expensive. You not only have a hard job to collect some of the bills, but very often disputes arise, and then you either have to lose some money or lose the customer's trade, and if he tells his friends and relations, some of them will believe his side and be narrow enough to stop dealing with us also. We believe that doing a cash business is the best at all times, unless a person would limit the period to two weeks, or one month at the very extreme.
>
> Another thing which is working havoc a great deal is the mail order houses, with their alluring offers in their catalogues.
>
> We have been thinking of sending out a special circular every month or two, listing the goods we carry and offering specials. Every time the great bait in Sears, Roebuck & Co.'s advertising is 33⅓ pounds of granulated sugar at $1 with every $10 order, this giving sugar to consumers 3 cents per pound less than we can buy it for. Will you give us an idea along these lines and outline some scheme.

We believe this correspondent will get no relief whatever from attempting to limit his credit period to two weeks or a month. He will never in the world be able to work it out. Probably never since merchants began to give credit has such a plan ever been literally carried out. Many men have tried it, but they are always obliged to recede from it almost instantly. As long as the door is opened to credit at all, a rule limiting the period is impossible of enforcement.

The most comfortable business plan possible to adopt is undoubtedly the cash plan. The adoption of the cash plan—if it succeeds—will solve more of the vexed problems of business than any other innovation possible to conceive of. But the cash plan cannot always be adopted without an overwhelming struggle. Sometimes the people of a community are so conservative that—if they have always been accustomed to getting credit—it is like moving mountains to get them to pay cash. Invariably they must be made to see, by persistent argument and illustration, that it is to their advantage to pay cash. Through this persistent argument and illustration, we believe that the people of any community, except perhaps one composed of very rich people, can in time be brought around to the cash plan—if the merchant who is trying it on can hold out long enough. Assuredly he must be prepared for a lengthy siege.

As to the mail-order competition, any retailer can sell sugar at 3⅓ cents a pound with a $10 order. Tell your customers that, and tell how it is done. You cannot meet mail-order competition by advertising once every month or two. Your advertising should be incessant—regular—powerful and persuasive. It should be done every week at least; and done with the intent to get people to come to your store, where there should be all manner of influences to induce them to buy.

The writer has watched the effect of different kinds of advertising and of different plans of attracting business, and he believes that nothing else has quite the hypnotic effect on consumers that a series of real and regular bargain specials has. A woman who is offered a regular 25-cent pail for 15 cents, if she will come to the store on Friday for it, will feel a powerful impulse to come, and once she is in the store, salesmanship should do the rest as to other goods. Daily specials—some staple article, preferably not trademarked brands—widely advertised, are as sure to bring business as anything can be. Of all the multitudinous schemes for attracting business, we believe this, or some variation of it, is best calculated first, to get people to come in, and next to buy and pay cash.

The firm of A. B. Cowley & Co., Marquette, Neb., recently tackled both of these problems at the same time, viz., changing from credit to cash, and meeting mail-order competition. Something of their fight was recently published in this paper. We suggest writing to them for copies of the advertising literature they have issued in conducting their campaign; it will be helpful.

Pennsylvania Organization Notes.

Mr. Smedley will speak at Freeport June 8th; Reading, June 15th, and at the district convention of the Lehigh Valley merchants at Allentown on June 16th.

* * *

Mr. Smedley addressed the Frankford Retail Grocers' Association on May 24th. There was an attendance that crowded the spacious meeting hall. The Frankford Association is one of the most active and useful organizations in the State. It has a membership of nearly 500, well officered, and takes advantage of everything that will benefit its members. J. A. Edgar is the very capable secretary and manager. The Frankford Grocery Co. is one of its branches, and a most important one. It owns its own building and its annual sales are climbing by leaps and bounds.

Have You Noticed the Increased Call for Pettijohn's?

A few months ago we made Pettijohn's much richer in Bran.

Bran is Nature's Laxative.

Now these soft wheat flakes contain 25 per cent. bran.

We are advertising this food in a big way to customers and physicians. Everybody knows the need of it—every doctor advises it.

The increased business has overtaxed our capacity, but NOW WE CAN SUPPLY ALL PARTS OF THE COUNTRY.

If you have been unable to get Pettijohn's (the whole wheat with the bran) drop us a card. We will arrange to supply you.

The Quaker Oats Company

Chicago

On May 26th the association celebrated the first Wednesday afternoon closing day with an automobile run and afterwards a dinner at Hatboro, Pa.

* * *

Mr. Smedley reorganized the Plymouth Association with 39 members. The meeting was held at the Shawnee Cash Store. The following temporary officers were elected: President, H. W. Nesbitt; secretary, Henry Seeherman; Committees on By-Laws and Organization were appointed. Quite a delegation of Nanticoke merchants came over to assist in the organization and to extend fraternal greetings. Among the delegation were J. A. Daly, president; Jay Williams, secretary, and Messrs. Young and Edmunds. It was a great "get together meeting" and we believe will be productive of good results.

* * *

Mr. Smedley was at East Stroudsburg, where he recently organized an association on May 28th. This association is getting on its feet and will soon be heard from.

* * *

The Mahanoy City Association is thriving and exceedingly active. This association recently arranged for a "Dollar Sale" day, which was a big success.

* * *

Mr. Smedley addressed a special meeting of the Carbondale Association on May 27th in the splendid rooms of the association. President Charles Berry presided. The attendance was good. After speeches by Dr. Niles, Messrs. Kelley, Crane, Berry and Seamans, lunch was served and a social hour enjoyed. Mr. Berry, the new president, is a broad-visioned business man, believes in organization and is working intelligently to make the Carbondale Association a real vital force in the community. C. Wesley Baker, the new secretary, is a young man of much promise.

* * *

Mr. Smedley was the guest of the merchants at Lititz on June 2d, delivering two addresses. More about this next week.

* * *

Mr. Smedley visited Wilkes-Barre and Scranton during the week in the interest of association work.

* * *

Scranton merchants have adopted the Wednesday half holiday movement.

Of Course, You Need a Truck.

All dealers have use for a Reynolds' improved truck because of its construction. It has ball bearing casters and the large wheels are directly over the load, making it easy to handle. It comes in all sizes and all prices. Their new catalogue, M. M., will give you some interesting data. It is made by the Lansing Co., with stores at Philadelphia and New York.—Advt.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. Sweeney, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Look Your Best in Business.—That is business. Shaving money beats beer money. A laundry bill keeps you respectable. The pool room habit too often means the dirty collar habit. "For the apparel oft proclaims the man." Take time in the morning to look your best—half an hour does it. There are no ugly faces where a true, honest, cheerful heart beats underneath a clean coat. Heaven deliver us from the dirty, but praise be to him that is neat and clean, and has brains to "look his best in business."

* * *

Seeing Customers.—We all know that people as a rule do not enter a grocery store for the purpose of looking around. They're there to buy.

Some clerks, and many other people, for that matter, look at a person but don't "see" them. Now, if you know such a habit to be yours, get after it. It is the result of mind wandering. It's a pretty serious thing to realize that you have just looked at and passed by a well-known customer in your store without the slightest sign of recognition.

The way to cure this is to concentrate. The habit of concentration is easily acquired. It is the dispelling of all thoughts foreign to the work in which you are engaged.

Women become exasperated at times on discovering a mind wandering clerk. His wretched lapse of alertness is evident when he asks what the last article was she mentioned, especially when this is done two or three times in giving a fair-size order.

* * *

But this seeing customers is a great thing. It means a prompt recognition and prompt attention. People don't like to stand around, but it prevents a whole lot of uneasiness when you say "I am going to wait on you next."

We have, hundreds of times, seen the effect of these words. We have seen the expression change and the order saved.

So the importance of keeping your whole mind and eyes on the trade is very great indeed, and invariably brings its own reward.

Goods That Are Being Advertised to Your Customers

"Modern Merchant and Grocery World" Makes Compilation of Products for Which Demand is Being Created Through Leading Periodicals. Papers and Magazines Used as Basis Cover Entire Country.

[The compilation which appears below is the result of more thinking along a line which was given some discussion several months ago, viz., the advantage to the retailer of keeping posted as to what products are being advertised to his customers, so that he may get the benefit of such advertising, if the product is for other reasons a desirable one to sell. The list here presented includes practically every leading magazine and periodical, and products that are not advertised in at least some of them are hardly advertised in this way at all, although they may be in newspapers or in direct ways, such as sampling, demonstrating, etc.]

June.

Collier's Weekly.

Shredded Wheat Biscuit, one page.
Butter Kist Pop Corn, nine inches.
Sunkist Oranges, one page.
Cream of Wheat, one page.
Red Wing Grape Juice, half page.
Van Camp's Pork and Beans, half page.
Puffed Wheat and Rice, half page.
Butter Kist Pop Corn, eight inches.
Campbell's Soups, half page.
Hires Root Beer, half page.
Crystal Domino Sugar, five inches.
Welch Grape Juice, one page.
Three-in-One Oil, quarter page.

The American Magazine.

Cream of Wheat, one page.
Fairy Soap, one page.
Heinz Baked Beans, two-thirds page.
Bon Ami, third page.
Welch Grape Juice, quarter page.
Royal Purple Grape Juice, half page.
Whitman's Chocolates, etc., third page.
Velvet Tobacco, third page.
Ivory Soap, one page.
Bull Durham Tobacco, one page.

The Youth's Companion

Campbell's Tomato Soup, etc.
Van Camp's Pork and Beans, quarter page.
Crystal Domino Sugar, four inches.
Three-in-One Oil, five inches.
Baker's Cocoa, four inches.
Crisco, quarter page.
Puffed Wheat and Rice, one page.
Campbell's Soups, half page.
Nabisco, quarter page.
White House Coffee, eight inches.
Minute Gelatine, two inches.
Baker's Cocoa, four inches.
Puffed Wheat and Rice, half page.
Occident Flour, one page.
Quaker Oats, quarter page.
Swift's Premium Bacon, quarter page.
Three-in-One Oil, three inches.

Saturday Evening Post.

Criso, one page.
Van Camp's Pork and Beans, half page.
National Oats, quarter page.
Underwood Deviled Ham, quarter page.
Butter Kist Pop Corn, nine inches.
Clicquot Club Ale, quarter page.
Beech-Nut Peanut Butter, quarter page.
Welch's Grape Juice, one page.
Gold Medal Flour, one page.
Campbell's Soups, two half pages.
Sani Flush, eighth page.
Old Dutch Cleanser, two quarter pages.
Frank's Meat Treats, eighth page.
Pompeian Olive Oil, one inch, twice.
Pettijohn's Breakfast Food, six inches.
Sunkist Oranges, one page.
Snider's Pork and Beans, one page.
Hires Root Beer, half page.
Puffed Wheat and Rice, one page.
Bull Durham Tobacco, one page.
Three-in-One Oil, quarter page.
Prince Albert Tobacco, one page.
Sunshine Biscuits, one page.
Scot Tissue Towels, quarter page.
Ivory Soap, one page.
Velvet Tobacco, half page.
Duke's Mixture Tobacco, half page.
Tanglefoot Fly Paper, quarter page.
Clicquot Club Ginger Ale, quarter page.
Beech-Nut Peanut Butter, quarter page.
Kellogg's Toasted Corn Flakes, one page.
Gold Medal Flour.
Campbell's Soups, half page.
Quaker Oats, quarter page.
Pompeian Olive Oil, one inch.
Prince Albert Tobacco, one page.

Ladies' Home Journal.

Old Dutch Cleanser, one page.
Ivory Soap, one page.
Crisco, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Quaker Oats, quarter page.
Dromedary Cocoanut, sixteenth page.
Beech-Nut Peanut Butter, quarter page.
Burnett's Vanilla, eighth page.
Campbell's Tomato Soup, half page.
Sani Flush.
Sunkist Oranges, one page.
Eagle Brand Condensed Milk, quarter page.
Hormel's Hams and Bacon, three inches.
Red Wing Grape Juice, half page.
Lipton's Tea, eighth page.
Underwood's Deviled Ham, quarter page.
Armour's Ham and Bacon, half page.
Fairy Soap, quarter page.
Jell-O, quarter page.
Welch Grape Juice, half page.
Parrot Polish, eighth page.
Van Camp's Pork and Beans, half page.
Puffed Wheat and Rice, half page.
Minute Gelatine, two inches.
Three-in-One Oil, eighth page.
Sunshine Specialties, quarter page.

Pettijohn's Bran, five inches.
Corn Puffs, one page.
Kellogg Toasted Corn Flakes, one page.

The Outlook.

Puffed Wheat and Rice, one page.
Royal Baking Powder, one page.
Bon Ami, one page.
Swift's Premium Bacon, one page.
Quaker Oats, one page.
Pettijohn's Bran, eighth page.
Wheatena, one page.
Ivory Soap, one page.
Welch Grape Juice, one page.
Crystal Domino Sugar, quarter page.
Three-in-One Oil, quarter page.
Jell-O, one page.
Shredded Wheat Biscuit, one page.
Postum, one page.

Good Housekeeping.

Welch Grape Juice, one page.
Sapolio, one page.
Lowney's Chocolates, etc., one page.
Peter's Milk Chocolate, one page.
Armour's Simon Pure Leaf Lard, one page.
Old Dutch Cleanser, one page.
Nabisco, one page.
Crisco, one page.
Ivory Soap.
Campbell's Soups, one page.
Rumford Baking Powder, one page.
Kellogg's Bran, one page.
Morton's Salt, one page.
Minute Tapioca, one page.
Skinner's Macaroni, one page.
Fels Naptha, one page.
Sunshine Specialties, one page.
Park & Tilford Chocolates and Bonbons, quarter page.
Junket Dessert, one and a half inches.
Arrow Fruit Jar Rings, two inches.
Franklin Entire Wheat Flour, one and a half inches.
Nesnah Desserts, two inches.
Swan's Down Cake Flour, one and a half inches.
Tanglefoot Fly Paper, quarter page.
Kitchen Bouquet Flavoring, quarter page.
White House Coffee, half page.
Lea & Perrin's Sauce, quarter page.
Dromedary Cocoanut, half page.
Knox Gelatine, half page.
Hormel's Sliced Bacon, half page.
Sauer's Flavoring Extracts, half page.
Electro Silicon Silver Polish, half page.
Scot Tissue Towels, one page.
Royal Purple Grape Juice, one page.
Three-in-One Oil, one page.
Wear Ever Aluminum, one page.
Orona Cleanser, one page.
Good Luck Rubber Jar Rings, one page.
Heinz Baked Beans, one page.
Beech-Nut Peanut Butter, one page.
Parrot Polish, one page.
Libby's Luncheon Meats, one page.
Kellogg's Toasted Corn Flakes, one page.

The Century Magazine.

Fairy Soap, one page.
Baker's Sweet Chocolate, one page.
Shredded Wheat, one page.
Campbell's Soups, one page.
Whitman's Chocolates, half page.
Ivory Soap, one page.
Welch Grape Juice, one page.
Postum, one page.

The Woman's Magazine.

Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Crisco, quarter page.

Sell KARO for Preserving

(Crystal White)

It makes better preserves than all sugar

In our extensive advertising, and in the "Preserving with Karo" booklet, we tell the housewife about the superiority and convenience of KARO for preserving fruits, making jellies, marmalades, jams, etc. It will pay you to follow up our suggestion and recommend this use of KARO (Crystal White), because your profit on KARO is much larger than your profit on sugar. You can be sure your customers will be not only satisfied, but delighted. KARO (Crystal White) is already extensively used for preserving purposes, and this use is increasing every day on account of the superior qualities imparted to the preserves, jams and jellies. KARO (Crystal White) is too profitable for you to let your customers use it simply as a table syrup; tell them to use it for cooking, baking and candy making, and you'll secure increased sales that will pay you many a dollar of extra profits.

Preserving booklets will be furnished to the grocers for distribution on request.

Corn Products Refining Company

NEW YORK

WHAT TO TELL CUSTOMERS

"Try KARO (Crystal White) for preserving. The recipes are in the 'Preserving with Karo' booklet; sent free on request. You'll find KARO (Crystal White) will produce the best jams, jellies and preserves you ever made."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Pennsylvania Merchants

through the most active and effective organization of its kind in the country, are working unitedly for promotion, progress and betterment—for better homes, better communities, better business methods and consequently better business for all.

¶ Directly in line with this aim of the merchants, the DIAMOND MATCH COMPANY have perfected the

SAFE HOME MATCH

Inspected and Labeled by the Underwriters' Laboratories, Inc.

¶ The linking of the Safe Home Match with the Pennsylvania Plan is of special importance to every dealer and housewife in Pennsylvania because it means *safer* homes, freer use of matches and consequently bigger sales and greater profits to every merchant. SAFE HOME MATCHES are rapid sellers with

A Good Margin of Profit

You can sell more of them than any other brand because they are better, safer and more satisfactory in every way to the consumer. You will *want* to sell more of them than any other kind because you safeguard your community by selling the best match made and at the same time make good profits for yourself.

Safe Home Matches burn evenly and are non-poisonous. The heads don't fly off, they never light till you want them to and they are packed in big, safe boxes to

Retail at 5 Cents

MADE ONLY BY

THE DIAMOND MATCH COMPANY : : NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY INTEGRITY SERVICE YOUR

SAY TO CUSTOMERS

"The SAFE HOME match is a REAL safety match that does not spark, sputter or break and you can strike it ANYWHERE."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Welch Grape Juice, quarter page.
Van Camp's Pork and Beans, quarter page.
Knox Gelatine, eighth page.
Pettijohn's Bran, five inches.
Junket, one inch.
Bon Ami, quarter page.
Dromedary Cocoanut, eighth page.
Three-in-One Oil, four inches.
Minute Gelatine, two inches.
Grape Nuts, quarter page.
Quaker Oats, quarter page.
Corn Puffs, half page.
Coca Cola, half page.
Puffed Wheat and Rice, one page.
Borden's Eagle Brand, quarter page.
Fairy Soap, quarter page.
Sunshine Specialties, quarter page.
Liquid Veneer, eight inches.
Tanglefoot Fly Paper, quarter page.
Carnation Milk, quarter page.
Old Dutch Cleanser, one page.

Woman's Home Companion.

Snider's Catsup, one page.
Coca Cola, one page.
Crisco, one page.
Old Dutch Cleanser, quarter page.
Packer's Tar Soap, eighth page.
Grape Nuts, quarter page.
Red Wing Grape Juice, half page.
Campbell's Tomato Soup, half page.
Quaker Oats, half page.
Crystal Domino Sugar Products, quarter page.
Jell-O, quarter page.
Three-in-One Oil, eighth page.
Van Camp's Pork and Beans, half page.
Corn Puffs, half page.
Heinz Baked Beans, half page.
Sunshine Specialties, quarter page.
Lipton's Tea, eighth page.
Pettijohn's Bran, five inches.
Sani Flush, six inches.
Eagle Brand Condensed Milk, quarter page.
Good Luck Rubber Rings, eighth page.
Welch Grape Juice, eighth page.
Puffed Wheat and Rice, eighth page.

Designer.

Ivory Soap, one page.
Procter & Gamble's White Naphtha Soap, quarter page.
Van Camp's Pork and Beans, quarter page.
Bon Ami, quarter page.
Crisco, quarter page.
Pettijohn's Bran, six inches.
Grape Nuts, quarter page.
Quaker Oats, quarter page.
Welch Grape Juice, quarter page.
Corn Puffs, half page.
Coca Cola, half page.
Eagle Brand Condensed Milk, quarter page.
Three-in-One Oil, four inches.
Knox Gelatine, eighth page.
Dromedary Cocoanut, eighth page.
Carnation Milk, eighth page.
Sunshine Specialties, quarter page.
Old Dutch Cleanser, one page.

McClure's.

Royal Baking Powder, one page.
Baker's Sweet Chocolate, one page.
Ivory Soap, one page.
Campbell's Soups, one page.
Grape Nuts, one page.
Lucky Strike, one page.
Carnation Milk, quarter page.
Fairy Soap, one page.
Cream of Wheat, one page.

Ladies' World.

Cream of Wheat, one page.
Sunkist Oranges, one page.
Heinz Baked Beans, half page.
Corn Puffs, half page.
Grape Nuts, quarter page.
Pettijohn's Bran, twelfth page.
Dromedary Cocoanut, eighth page.
Knox Gelatine, eighth page.
Rumford Baking Powder, three inches.

To the merchant

—Who Is Discouraged.

—Who Finds His Sales Falling Off.

—Who Has to Meet the Big Mail Order Competition.

THE "Sperry" SYSTEM
of
National Service

Offers a means to better things

To—

Renewed Confidence

Increased Sales

Drawing power which will enable him to laugh at the big catalog house competition

The "Sperry" system of profit sharing, through the use of the Famous S. H. Green Trading Stamp and the **Hamilton** Coupon has lifted thousands of retail merchants out of the Slough of Despond.

It Can Do the Same for You

The Sperry & Hutchinson Co.
2 W. 45th Street NEW YORK CITY

George B. Caldwell, President

The most Profitable to Sell

THERE never has been a better baking powder than *Rumford.* No matter what price is charged or what claims are made, no more wholesome or perfect leavener has or can be made. ***Rumford is free from Alum.***

Furthermore, in selling Rumford you are sure of a contented customer as well as a good profit. ***It will pay you to Push***

RUMFORD
THE WHOLESOME
BAKING POWDER

RUMFORD CHEMICAL WORKS, Providence, R. I.

What's Your Shelf Room Worth?

This photograph isn't big enough to show you the real advantage this store has gained by using **Baines' Brackets.** You can see the neat, compact effect, but you can't see the saving in shelf room, which is the main point.

This store, whose picture appears above, actually and literally has one-fourth more goods on its shelves than it had before. Why? Because **Baines' Brackets** support the shelves without uprights. The shelves are clear for goods from end to end.

The **Brackets** are much cheaper than 25 per cent. of your shelf room.

PIQUA BRACKET COMPANY
PIQUA, OHIO

Borden Eagle Condensed Milk, quarter page.
Van Camp's Pork and Beans, half page.
Carnation Milk, quarter page.
Sunshine Specialties, quarter page.
Three-in-One Oil, six inches.
Lowney's Cocoa and Chocolates, three inches.
Cox's Gelatine, one inch.
Fairy Soap, quarter page.
Sani Flush, six inches.
Puffed Wheat and Rice, one page.
Welch Grape Juice, one page.

McCall's Magazine.

Coca Cola, one page.
Ivory Soap, one page.
Campbell's Soups, third page.
Grape Nuts, third page.
Quaker Oats, third page.
Old Dutch Cleanser, third page.
Fels Naptha Soap, third page.
Pear's Soap, third page.
Bon Ami, third page.
Van Camp's Pork and Beans, third page.
Puffed Wheat and Rice, two-thirds page.
Kellogg Toasted Corn Flakes, one page.
Crisco, half page.
Corn Puffs, two-thirds page.
Shredded Wheat Biscuit, third page.
Arbuckle's Coffee, two-thirds page.
Eagle Brand Condensed Milk, half page.
Liquid Veneer, quarter page.
Junket Dessert, two inches.
Three-in-One Oil, sixth page.
Lipton's Tea, seven inches.
Pettijohn's Bran, five inches.
Kitchen Bouquet, three inches.
Sunshine Specialties, half page.
Gold Dust Washing Powder, sixth page.
Tanglefoot Fly Paper, seven inches.
Sani Flush, sixth page.

Delineator.

Ivory Soap, one page.
Van Camp's Pork and Beans, quarter page.
Welch Grape Juice, quarter page.
Procter & Gamble's White Naphtha Soap, quarter page.
Grape Nuts, quarter page.
Quaker Oats, quarter page.
Bon Ami, quarter page.
Knox Gelatine, eighth page.
Coca Cola, half page.
Corn Puffs, half page.
Crisco, quarter page.
Dromedary Dates, eighth page.
Pettijohn's Bran, five inches.
Heinz Baked Beans, half page.
Puffed Wheat and Rice, one page.
Fairy Soap, quarter page.
Eagle Brand Condensed Milk, quarter page.
Carnation Milk, quarter page.
Sunshine Specialties, quarter page.
Liquid Veneer, eight inches.
Tanglefoot Fly Paper, quarter page.
Minute Gelatine, two inches.
Three-in-One Oil, four inches.
Junket, two inches.
Old Dutch Cleanser, one page.

St. Nicholas.

Fairy Soap, one page.
Royal Purple Grape Juice, one page.
Baker's Sweet Chocolate, one page.
Campbell's Soups, one page.
Quaker Oats, one page.
Nabisco, one page.
Puffed Wheat, one page.
Three-in-One Oil, quarter page.
Beech-Nut Peanut Butter, quarter page.
Red Wing Grape Juice, one page.
Ivory Soap.
Old Dutch Cleanser, one page.
Kellogg Toasted Corn Flakes, one page.
Fairy Soap, one page.
Campbell's Soup, one page.
Kellogg's Toasted Corn Flakes, one page.
Quaker Oats, one page.
Puffed Wheat and Rice, one page.
Three-in-One Oil, quarter page.
Beech-Nut Peanut Butter, quarter page.
Welch Grape Juice, one page.
Royal Purple Grape Juice, one page.
Ivory Soap, one page.
Libby's Luncheon Meats, one page.

Harper's Monthly.

Shredded Wheat, one page.
Grape Nuts, one page.
Royal Purple Grape Juice, one page.
Whitman's Chocolates, etc., half page.
White House Coffee, half page.
Welch's Grape Juice, one page.
Swift's Premium Hams, one page.
Ivory Soap, one page.
Royal Baking Powder, quarter page.
Postum Cereal, quarter page.
Baker's Cocoa, quarter page.

Pictorial Review.

Cream of Wheat, one page.
Bon Ami, quarter page.
Crisco, one page.
Campbell's Soups, half page.
Grape Nuts, quarter page.
Quaker Oats, quarter page.
Heinz Baked Beans, half page.
Beech-Nut Peanut Butter, quarter page.
Eagle Brand Condensed Milk, quarter page.
Minute Gelatine, two inches.
Van Camp's Pork and Beans, quarter page.
Lipton's Tea, eighth page.
Mapleine, two inches.
Fairy Soap, quarter page.
Wear Ever Aluminum, eighth page.
Welch Grape Juice, one page.
Ivory Soap, quarter page.
Tanglefoot Fly Paper, quarter page.
Corn Puffs, one page.
Sani Flush, six inches.
Coca Cola, half page.
Dromedary Cocoanut, eighth page.
Pettijohn's Bran, five inches.

Scribner's Magazine.

White House Coffee and Teas, half page.
Whitman's Chocolates, half page.
Ivory Soap, one page.
Libby's Luncheon Meats, one page.
Postum, quarter page.
Baker's Cocoa, quarter page.
Royal Baking Powder, quarter page.
Maillard's Chocolates, etc., half page.

911 Food Samples Out of 4,827 Found Adulterated in Pennsylvania

Dairy and Food Commissioner Foust Reports That Nineteen Per Cent. of All Foods Examined Were Illegal.

The following abstract from the preliminary report of the Dairy and Food Commissioner for the year 1914 has been issued by Commissioner James Foust:—

The examination covered 4,82 samples, including a great variet of staple foods and non-alcohol drinks. Of these 911, or about 1 per cent., were found illegal. Th large percentage is partially ex plained by the practice, in the cas of many groups of food, of limitin the examination to new or suspecte articles. Thus, milks and cream which are sampled very widel show only 10 per cent. illegal, bu cold storage products, which ar sampled only in exceptional, sus picious cases, show about 85 pe cent. illegal—a percentage very fa above the average for cold storag products in general.

Ten hundred and eleven prosecu tions for violations of these law were terminated during the year, a considerable number of the case having been based upon facts estab lished the previous year.

The nature of the abuses leading to the prosecutions is suggested by these statements concerning specia classes of foods; the milk cases one-third for watering, one-third for skimming. In the remainder the fat or total solids, or both, were below the legal standard.

The ice cream cases were all due to a deficiency in the butter fat con tained, a defect that is becoming less frequent as the enforcement of the ice cream law continues.

In the case of oleomargarine, about half of the cases were for failure to observe the licensing and marking requirements of the law; the remainder for coloring in imitation of yellow butter.

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Registered U. S. Pat. Off.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

Of the suspicious eggs examined over one-fourth were found decomposed and unfit for consumption.

A very large proportion of the commercial cider vinegars examined were found to be either watered or imitation.

The prosecutions relative to non-alcoholic drinks, pops, and the like, have grown largely out of the use of saccharin instead of sugar, and of dyes and artificial flavors instead of the natural fruit juices and extracts.

Many fresh fruits were condemned because they had spoiled; and dried fruits and other fruit products because chemically preserved and sold without declaration of the fact.

Twenty-four convictions were secured for the bleaching of flour by the chemical bleaches, and thirty for the adulteration of lunch counter coffees. In the case of candies the chief grounds of prosecution were the use of resinous glazes and the substitution of starch for sugar where the latter would normally be expected.

The cold storage law prosecutions were in part for failure to mark these foods as legally required; in part because of the advanced stage of decomposition found in a few instances.

The receipts from fines and licenses during the year 1914 were $225,910.78; the expenditures $73,271.41. All receipts are paid into the treasury for the use of the Commonwealth and all expenditures made under specific appropriation.

AMONG THE TRADE.

Elton J. Buckley addressed the monthly noon-day luncheon of the Philadelphia Auxiliary of the American Specialty Manufacturers' Association at the Bingham Hotel last Tuesday.

WANTED USED NATIONAL CASH REGISTER
Must be modern, a check thrower, in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

John R. McFetridge & Sons
Printers
927 Arch Street
Philadelphia

No Advance in Prices
on
LIPTON'S TEA

No advance to the Jobber—the Grocer —or the Consumer

And Quality the same, of course

Other teas are selling at advanced prices because of the war. But users of Lipton's Tea can still get their favorite blend at the same price as before the war. And now is a good time for you to introduce Lipton's Tea to those of your customers who do not yet know the perfection of blend and exceptional drinking qualities of Lipton's Tea.

We shall maintain our regular prices on Lipton's Tea just as long as our great resources as the world's largest tea growers make it possible for us to do so.

Every tea taste and every price requirement is certain to be met in one of these ten blends of Lipton's Tea

Color of Label	DESCRIPTION OF BLEND	Price per lb.
Yellow	Black, Extra Choicest Blend of Ceylon and India Tea	0.70
Red	Black, Delicious Blend of Ceylon and India Tea	0.60
Pink	Black, Magnificent Blend of Ceylon and India Tea	0.50
Olive	Black and Green Mixed, Extra Choicest Blend	0.70
Gray	Black and Green Mixed, A Delicious Blend	0.60
Green	English Breakfast, Extra Choicest Blend	0.70
Blue	English Breakfast, A Delicious Blend	0.60
Salmon	Formosa Oolong, Extra Choicest Blend with Finest Ceylon and India Tea	0.70
Green	Formosa Oolong, Delicious Blend with Finest Ceylon and India Tea	0.60
Purple	Green, Extra Choicest Blend of Ceylon Green Tea	0.70

Thomas Lipton
TEA and COFFEE PLANTER, CEYLON.
NEW YORK LONDON INDIA CEYLON CHICAGO TORONTO

These Manufacturers Will Gratuitously Send Retailers Advertising and Display Matter

In various ways the "Modern Merchant and Grocery World" is just now directing the especial attention of its readers to the question of pushing nationally advertised products to the front. Monthly Contests are being held on the subject, and a half-page advertisement published weekly contains arguments by nationally-known manufacturers for featuring nationally advertised products in order to get the benefit of the extensive advertising which these manufacturers are doing for them. In connection with this, retailers will want to know what manufacturers will supply advertising and display matter free of charge, hence the following list:—

The A. Colburn Co., Philadelphia. Furnishes recipe booklets, advertising envelopes, blotters, printed matter with dealer's name and address thereon, upon receipt of introductory order; particulars on application. To dealers carrying the line, supplies metallic signs, large muslin display signs for salesrooms and printed matter. Spices.

Baker Importing Co., New York, N. Y., and Minneapolis, Minn. Furnishes to all grocers handling their coffee the usual advertising matter, including weatherproof metal signs for outside, large and small display signs for inside; blotters and booklets for distribution. Also furnishes small counter display of three tubes of coffee, showing impurities removed by Baker-izing process. This in the interest of Barrington Hall coffee.

H. J. Heinz Co., Pittsburg, Pa. Furnishes store cards, single sheet pos rs, booklets, leaflets, window displays, muslin display signs, etc., also arrange with the retailer for Saturday samplings of Heinz products.

Corn Products Refining Co., New York City. Furnishes considerable store advertising matter for Karo Syrup and Argo and Kingsford Starch, consisting of window trims, window displays, hanging cards, flange iron signs, tin tacking signs; also illustrated colored cook book.

P. F. Brown & Co., Philadelphia. Furnish all sorts of window trims and material for window and store displays of all kinds in the interest of Gurnse Butter, Milhen Carton Eggs and the other products packed by the firm.

Genesee Pure Food Co., LeRoy, N. Y. Furnishes brilliantly colored window displays and cut-outs, counter easels and large cartons, in the interest of Jell-O and Jell-O Ice Cream Powder.

The Wheatena Co., Rahway, N. J. Furnishes twelve-package containers for window and shelf trims, small signs for inside display and recipe booklets for distribution to retailers' customers. The above in the interest of Wheatena.

Burnham-Morrill Co., Portland, Me. Furnishes electros, window strips, stereotypes, matrices and electros of the B. & M. Fish Flakes packages.

Joseph Burnett Co., 36 India street, Boston. Furnishes signs, display cards, paper bags, envelope inserts with dealer's name, letter signed with dealer's name on his own letterheads (supplied by Burnett), circular letters followed by postal cards to dealer's list of customers. Burnett's Extracts.

Borden Condensed Milk Co., 108 Hudson street, New York. Furnishes grocers attractive recipe books, showing many uses of condensed milk in all kinds of cookery, from soups to pastry, ice cream and beverages.

Beech-Nut Packing Co., Canajoharie, N. Y. Furnishes single-column and double-column cuts and halftone electrotypes reproducing magazine ads., stereopticon slides, framed sign cards, inserts (imprinted). Booklets mailed direct to best customers upon receipt of dealer's mailing list.

James S. Kirk & Co., 106 East Michigan street, Chicago. Furnish standard window displays, with directions for setting up; counter display boxes, counter display show cards, store card hangers, newspaper electros, lantern slides with dealer's name. Soaps and toilet articles.

Kellogg Toasted Corn Flake Co., Battle Creek, Mich. Furnishes window displays and advertising material. Kellogg's Toasted Corn Flakes and Kellogg's Toasted Wheat Biscuit.

Cudahy Packing Co., 111 West Monroe street, Chicago. Furnishes store cards, cut-outs, gas-jet hangers, booklets, window display, etc. Canned meats, Old Dutch Cleanser, etc.

Electro-Silicon Co., 30 Cliff street, New York. Furnishes Electro-Silicon samples, "shadowscript" show cards, counter display boxes to hold half-dozen Electro-Silicon. Electro-Silicon box cuts and other electrotypes.

P. Duff & Sons, Pittsburg, Pa. Furnish printed matter, Ginger Bread Men picture cards and signs, recipe books, prize contest for recipes closing April 1, 1914, window display sets; on request. Duff's Molasses.

California Fruit Canners' Assn., San Francisco. Furnishes descriptive price lists, recipe books, pictorial hangers, electros. Canned fruits, vegetables, evaporated fruit, etc.

Joseph Campbell Co., Camden, N. J. Furnishes selection from list of thirty-two electrotypes (reprints mailed on request), complete window display outfits featuring Campbell Kids, moving picture slides with dealer's name and address, outdoor signs or attractive material for inside display. Campbell's Soups.

Libby, McNeill & Libby, Union Stock Yards, Chicago. Furnish hangers, folders and window display material on request. Canned meats, California fruits, asparagus, Hawaiian pineapple, etc.

Towle Maple Products Co., St. Paul, Minn. Furnishes window trims, store hangers, decalcomania window stickers and electrotypes for local newspaper or circular advertising; also furnishes recipe booklets for distribution to the consumer. This is in the interest of Log Cabin Syrup.

B. Fischer & Co., New York City. Furnish announcements that retailers are handling Hotel Astor coffee, tea and rice, lithographed in colors, to be sent to retailers' customers; announcements printed with the dealer's name, address and telephone number, inclosed in an envelope and mailed by the Fischer Co.; also furnishes electrotypes for use in local advertising and general advertising matter.

Thomas J. Lipton, New York City. Furnishes cut-outs, displays advertising Lipton's Tea. Enameled signs for outside displays, metal and cardboard show cards for inside displays, metal shelf strips, cardboard show cards advertising magazine and coupon offers and cardboard show cards and booklets advertising Jelly Tablets.

Farwell & Rhines, Watertown, N. Y. Furnish leaflets, circulars, printed with retailer's name; show cards and recipes advertising Farwell & Rhines' cereal products.

Merrell-Soule Co., Syracuse, N. Y. Furnishes show cards, displays and small circulars for retailers to put in outgoing mail or packages, advertising None Such Mince Meat.

Charles B. Knox Co., Johnstown, N. Y. Furnishes electros for local advertising, recipe books, inserts, cut-outs for window displays, samples, etc., advertising Knox's No. 1 Plain Sparkling Gelatine and No. 3 Sparkling Acidulated Gelatine.

Crescent Manufacturing Co., Seattle, Wash. Furnishes advertising matter, cartons, recipe books and printed matter in general, advertising Mapleine.

American Sugar Refining Co., New York City. Furnishes store hangers, cartons, Domino and Domino Granulated, illustrated recipe booklets, fruit label booklets, full miniature cartons of both sugar and folders to put in customers' packages.

Cox Gelatine Co., New York City. Furnishes recipe books, either direct to the retailer or by mailing to his customers; also cut-out cards and window display material, advertising Cox's Gelatine.

Three-in-One Oil, New York City. Furnishes material for counter and window displays; also pamphlets and general advertising matter.

Fels & Co., Philadelphia. Furnish booklets for distribution to customers, advertising matter for counter use, signs advertising coupon plan and signs for display outside the store, cartons for window display use. The above in the interest of Fels Naptha Soap.

B. T. Babbitt, New York City. Furnishes premium catalogues, cleanser drums, large "1776" display cartons and tinned car cards.

American Kitchen Products Co., 40 Beekman street, New York City. Furnishes all kinds of advertising matter pertaining to Steero Bouillon Cubes, such as circulars bearing retailers' names, hangers of all kinds and other display matter, as well as lantern slides bearing retailer's name and specially prepared electrotypes for use in advertising.

United Cereal Mills, Chicago. Furnish material for window trims advertising Washington Crisps, together with in-door store cards of every description, and transparencies.

Armour & Co., Chicago Ill. Furnish all sorts of material for window displays for Light House Cleanser, Milady Toilet Soap, Glendale Butterine, Silver Churn Butterine, Veribest Canned Meats, Simon Pure Leaf Lard and Armour's Grape Juice; also counter display racks, an extensive line of advertising, hangers of metal and cardboard, with frames.

N. K. Fairbank Co., Chicago, Ill. Furnishes a complete line of display and distributive matter for advertising Gold Dust Washing Powder, Fairy Soap, Polly Prim Cleaner and Cottolene, including cut-out novelty hangers, banners, metal signs, decalcomanias, booklets, etc.

Lautz Bros. & Co., Buffalo, N. Y. Furnish booklets, cardboard signs, metal signs, muslin signs, display cartons, cuts for circulars and newspaper advertising, in the interest of Snow Boy Washing Powder, Lautz Naphtha Soap, Lautz Marseilles Soap and Big Master Soap.

Freihofer Baking Co., Philadelphia. Furnishes window displays, cut-outs thirty-four inches high for advertising Egg Macaroni; also recipe books, shelf slips and general advertising matter.

P. C. Tomson Co., Philadelphia. Furnishes window and store display matter, cut-outs, signs, advertising booklets, in the interest of Red Seal Lye.

Swift & Co., Chicago, Ill. Furnish large dummy cartons, hangers and cut-outs for window displays, electrotypes for circular and newspaper advertisements, free colored lantern slides, with dealers' names on them, in the interest of Wool Soap, Wool Soap Chips (boraxated), Pride Soap, Arrow Borax Soap, Swift's Pride Washing Soap, Swift's Pride Cleanser. This firm will also send free 64-page retail dealers' advertising reference book, containing valuable information, showing specimens of type faces, telling how to lay out ads., correct proofs and illustrating the many electrotypes which firm sends as above.

Curtice Bros. Co., Rochester, N. Y. Furnishes recipe booklets, shelf cards, ketchup, meat, jam and syrup hangers, soup and ketchup cut-outs, folders for mailing use, electros and picture slides, in the interest of Curtice Bros.' various products.

Franco-American Food Co., Jersey City, N. J. Furnishes large display cards, 22 x 32; car signs in hanger shape, car signs in frames, folders and booklets, small display signs, electrotypes for newspaper or circular work, and will also send illustrated catalogue to a selected list of retailer's customers. The above in the interest of Franco-American Soups.

Charles W. Young & Co., Philadelphia. Furnish paraffine signs, muslin signs, metal signs for outside and inside, car signs in black and white, gift catalogues, and from time to time special advertising features. The above in the interest of Young's Pearl Borax Soap, Pearl Borax Soap Powder, Scouring Soap, Pearl Cleanser and Cygnet Soap.

(Continued on page 25.)

What Are You Doing About the $175 Lipton Window Dressing Contest— Aren't You Going In It?

Why not send us a postal *to-day* saying that you will enter the $175 window dressing contest on **Lipton's Tea?** You can't go wrong—you merely make a window display of an article which you doubtless keep in stock—and you may win a good slice of $175.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	**$75**
For the Second	**$50**
For the Third	**$25**
For the Fourth	**$15**
For the Fifth	**$10**

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Grocery Markets

Tea.

The tea market shows no change for the week, except in greens, which are perhaps a ½ cent higher than they have been. Low-grade green teas can still be obtained in a large way at 11 cents a pound, which price seems very low in comparison with the lowest priced blacks, which have been bearing the brunt of the recent high-priced campaign. It is not likely, however, that greens will be taken to any large extent as a substitute for blacks, because the trade do not take to them readily since growers were compelled to stop coloring. The consumptive demand is fair and grades above the lowest show no change for the week.

Coffee.

The coffee market during the week has been very dull. Buyers are not interested, as they have no special confidence in the market. There seems to be plenty of coffee either here or on the way here, and as the Brazil financial situation is somewhat unsettled, together with the expectation of a large crop there, the entire feeling is heavy and dull. Prices show no change for the week, being steady at the decline noted a week ago. Mild grades are also dull and with the exception of medium roasting coffees, are heavy as to price. Java and Mocha are about unchanged for the week. Demand quiet.

Sugar.

The sugar market shows an advance for the week. All refiners are now quoting 6.10 cents for granulated, although at this writing they will all sell at 6 cents. Raw sugar is ranging from 4.95 to 5.02 cents, depending upon the time of shipment. The principal factor in the market is the present and future demand from abroad, which promises to be large. The Cuban crop shortage has disappeared and it now seems probable that this year's crop will exceed last year's. Without the foreign demand the market will undoubtedly be considerably lower. The consumptive demand for sugar is good.

Fish.

The mackerel situation is firm. The supply of good Norway mackerel in this country is not large, and there is every evidence of a shortage in this year's catch. Irish mackerel will also be short on account of war vessels interfering with the fishing, and altogether it looks like much higher prices for mackerel within the next three months. The demand at the present time is not very large, but mackerel looks like good property at to-day's prices. Cod, hake and haddock are all unchanged and quiet. Salmon is unchanged for the week, it being still possible to buy on spot at attractive prices when compared to the coast prices. The demand is light. Domestic sardines are unchanged on last week's basis. Imported sardines firm at ruling quotations.

Syrup and Molasses.

Glucose is firm on account of the high price of corn, but no change has occurred during the week. Compound syrup, sugar syrup and molasses are all dull at ruling quotations.

Canned Goods.

No change has occurred anywhere in the canned goods market during the week. Tomatoes are steady to firm at previous quotations, demand being rather slow. The unseasonable weather is beginning to attract attention. Corn and peas, both spot and future, are unchanged and in moderate demand. Apples are still cheap and dull. California canned goods on spot inclined to be easy, but the demand is light. Small Eastern staple canned goods show no change for the week and light demand.

Dried Fruits.

Dried fruits are dull at ruling prices, which are practically all in buyer's favor. Prunes, both on spot and for future delivery, are neglected at unchanged and rather weak prices. Peaches and apricots dull and unchanged, as are raisins, currants and the rest of the line.

Beans and Peas.

Pea beans show no change for the week, but if the unfavorable weather continues the crop will undoubtedly be affected and prices will advance. Marrows are unchanged and quiet. California limas are still inclined to be easy and rule on the previously reported low level. Green and Scotch peas unchanged and dull.

Butter.

The receipts of butter show a steady increase as the season goes forward but on account of even greater increase in the consumptive demand, the market is firm at an advance of ½ cent for the week. There is some demand for butter for storage, also, as the quality is very fancy. The weather of the past few weeks has been perfect for making butter everywhere in the United States. Prices will probably continue firm for some time.

Eggs.

The receipts of eggs are about as usual for this season and the market is steady and unchanged, with a moderate consumptive demand. There is nothing in sight which is likely to change the situation very materially.

Cheese.

The make of new cheese is larger than usual at this season, and if it were not for the large demand for export

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, Coshocton, Ohio

Let It Once Get In, That's All

¶ Our uniform experience is that if a retailer can once be induced to stock **Wheatena**, he will never willingly give it up. That is because it goes on selling, repeating and increasing, and the profit is good. Of all the breakfast foods it is known as the steadiest repeater of them all.

¶ The hearts of selected wheat, sterilized and specially prepared, unusually packed and unusually guaranteed.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

Hobart Electric Meat Chopper

No. 24

Same as cut shown

½ H. P., 60 Cycle, 110 Volt

COST NEW $165.00

This machine is good as new, will sell for

$100.00

H. F. HEACOCK

51 N. 2d St., Philadelphia

Your Trade Wait for This, Brother

Chase-O is a laundry crystal that cuts the work of washing down about seventy-five per cent. The clothes are boiled with soap and a little **Chase-O** and the **Chase-O** does the work. Costs five cents.

Every woman is looking for some way of saving work. Get her once using **Chase-O** and she'll sell her china after that to get it.

Ask your jobber or ask us.

Chase-O Manufacturing Co.

45 South Front Street, Philadelphia, Pa.

ıe situation would be easy. A large ercentage of the current make is being old for export, and the market is firm t 2 to 3 cents per pound above a year go. The price in the near future de- ends entirely on the export demand, hich bids fair to continue.

Provisions.

All cuts of smoked meats, by reason f increased demand, show an advance f ¼ cent for the week. Pure and ompound lard are strong and un- hanged in price; demand good. Dried eef, barreled pork and canned meats re all unchanged and in light demand t steady prices.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

Unusual weather conditions for the month of May prevailed during last week in nearly all sections of the country. In this section all records for low temperature for May were broken, and the heavy frosts during several nights did much damage to the crops of early fruits and vegetables. There is little cause for uneasiness amongst our canners, but those in the States north and east of Maryland, according to the newspaper reports, may suffer serious damage to their business if the crops in their neighborhood are hurt as badly as is stated. There is an increasing demand for canned goods, slow but sure, and the wide scattering of the shipments is a source of encouragement to the packers.

There is a firm undertone to the market for spot tomatoes, and some days it seems as if an advance in prices is coming, but when the demand is supplied and the steam is off, the quotations remain unchanged. The No. 2 size standards are stronger as to prices; an advance in them is quite probable and may occur at any time. That size has increased remarkably in popularity in the last two or three years, and is gaining additional friends. There was, also, further buying of the No. 3 size, and the No. 1 size cans advanced 2½ cents per dozen this week. The market looks safe to buy spot tomatoes at to-day's prices. For future delivery there was increased buying of tomatoes this week, but the demand is not yet active. The canners, however, show no disposition to attempt to force the sales of futures.

Business was fairly active this week in the other canned vegetables, not in large lots of any one article, but rather a steady demand in small quantities for several items. Sweet potatoes and corn, for both spot and future deliveries, and the new pack of spinach, along with string beans and wax beans, were in better request than the other lines, and the prices were firm for all of them. Our canners are at work on the new crop of peas, and the jobbers are showing more interest in them, especially because of the fine quality of the high-class grades.

THOS. J. MEEHAN & Co.
Baltimore, Md.

Spices.

The market continues fairly active, season considered. Futures are now sparingly offered at prices slightly higher in effect than here. There appears a rather firm undertone throughout the list and many articles are scarce.

Pepper.—Is steady, but generally unchanged. Supplies en route are limited and are mostly owned by grinders. The effect of Italy's participation in the war will be felt, no doubt causing higher freights.

Nutmegs.—In fair demand for the larger size and for grinding grades.

Franklin Carton Sugars Include Every Fast-selling Grade

The **Franklin Carton** enables you to make a profit on **all** your sugar sales because we pack every fast-selling grade of sugar in it, including **Franklin Granulated, Franklin Dessert and Table, Franklin Cube, Franklin XXXX Confectioner's** and **Franklin Powdered,** thus making it easy for you to satisfy your customers by selling them any kind of sugar they wish in a clean **Franklin Carton.**

The Franklin Container

The **container** in which **Franklin Carton Sugar** is packed is a strong fibre board case that is guaranteed to carry its contents in perfect condition, but is easy to open—just slit the top with a pocketknife.

Capacity of Cartons and Containers

Original **containers** of **Franklin Carton Sugar** hold 24, 48, 60 or 120 lbs.—according to the grade—as follows;—

FRANKLIN GRANULATED SUGAR is packed :—

2-lb. or 5-lb. CARTONS, 60-lbs. to the CONTAINER. Same size CARTONS 120 lbs. to the CASE.

DESSERT AND TABLE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.

POWDERED and XXXX CONFECTIONER'S in 1-lb. CARTONS (with paraffine paper lining) 24 lbs. to the CONTAINER.

CUBE in 2-lb. CARTONS, 48 lbs. to the CONTAINER.

THE FRANKLIN SUGAR REFINING COMPANY
PHILADELPHIA

"Your customers know FRANKLIN CARTON SUGAR is CLEAN sugar"
FRANKLIN CARTON SUGAR is guaranteed full weight and refined CANE sugar

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA. — SECURITY, MODESTY, INTEGRITY, OUR

WHAT TO TELL CUSTOMERS

"When you buy **FRANKLIN CARTON SUGAR** you can be sure that it is clean and dry, not lumpy and dirty; we would rather sell it to you than sugar we have to buy in a barrel, because we are sure it will give you better satisfaction."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The Largest Cracker Palace in the World

NEW YORK BISCUIT WORKS OF
LOOSE-WILES BISCUIT COMPANY

Is now ready to serve the merchants of Pennsylvania. From bakeries flooded with air and sunshine, where raw materials are selected and prepared with utmost care; from white tiled ovens on the top floor, there come, each day, tons of biscuit goodness—

The Famous Sunshine Biscuits

¶ Over 100 high-powered automobiles and auto-trucks are required to handle the day's output from this *one* factory; thousands of trained employees are on the pay rolls; food experts are continually at work creating new ideas in tasty, wholesome biscuits—all in order that every local merchant in our New York territory can supply his customers each day with bakery products of every conceivable kind in all their first freshness and crispness. ¶ The sunshine, the cleanliness, the *goodness* of this big plant is contagious. No one can see the bewildering assortment of attractive packages filled with the most appetizing products of the baking art, without wanting to taste—no one who ever tasted a SUNSHINE Biscuit would ever be without them. Their Quality is the highest—the price within reach of all.

The most attractive way to display SUNSHINE Biscuits is in the all-steel **Sunshine Biscuit Rack.** In fact this Rack is always the sign of a Quality store. Ask our man or write us about it.

LOOSE-WILES BISCUIT COMPANY

Bakers of Sunshine Biscuits

L. I. C. NEW YORK N. Y.

TELL YOUR CUSTOMERS

"Why bother with baking cakes or cookies? There's a SUNSHINE biscuit for every taste and any occasion."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

The supply in our country at present very limited.

Cloves.—Steady, but unchanged. T supply is moderate at present and demand only fair.

Pimento (Allspice).—Continues qu and unchanged. Present prices are t reasonably low.

Cassias.—Saigon higher. China grad continue scarce but steady. Ceylon c namons are lower.

Gingers.—In wide demand. The su plies to be obtained at quoted figur are limited. All crops are report short and higher prices are likely.

Green Ginger Root.—Inquiries a coming in steadily, though no stock h yet arrived. Some is likely to arri about the middle of June.

Paprikas.—Only in fair demand unchanged prices. The consumption about normal for this time of the yea

Seeds, Herbs, Etc.—We have exp rienced a rapid advance in sage durir the week. Celery is likely to go ver high. Other seeds and herbs in fa demand at generally unchanged price

McCormick & Co.
Baltimore, Md.

Attention, American Cracke and Candy Manufacturers

You are Letting the Central America Market Get Away From You. Rea What English Manufacturers ar Doing.

Special Correspondence of "Modern Merchan and Grocery World."

Washington, D. C.,
June 4, 1915.

The market for candy and fancy biscuits, or cakes, has not received any great amount of attention in Central America from the manufacturers of the United States, but it has potentialities of being developed to a considerable extent if certain fundamentals are complied with. At present English candy is in the lead, solely because the English have realized that there is only one way to preserve candy in these climates, and have adopted that way. English candy is usually packed in tin cans, with a bit of fine excelsior on the bottom and at the top. Each piece of candy is wrapped carefully in tin foil, and the whole is shaken down well and the mattress of excelsior placed on top The cans are hermetically sealed and have a top that may be conveniently removed. Generally these candies are in round tin cans with an attractive label, and, as confections, are far below the product of American factories, which make no pretensions toward producing a fancy article. In Salvador a pound of English chocolates costs at retail $1 gold, and they are not nearly so good as the cheap chocolates made in the United States and sold for one-fourth and one-third the price by the department stores and the 5-and-10-cent stores.

Dealers in British Honduras, Guatemala and Salvador have expressed the opinion that if an American factory will get out a tin box, square, for 1-pound and 2-pound packages, wrap each piece of candy, either in gold or silver foil or waxed paper, pack solidly so that in shipping the pieces will not be broken up or abraded, solder over the top a very thin sheet of lead, thin as paper, to exclude air, moisture and ants, then place the top on, and have an attractive wrapping, such as is used on the pasteboard boxes, such a package would meet with an immediate cordial reception. Some dealers have shipped candy in pasteboard boxes, wrapped on the outside with the transparent thin celluloid, but the contents have rapidly deteriorated, and when the warm, humid air gets into the package the result is a sticky and unattractive mess that no one is likely to try a second time. The fault with the celluloid is that it is easily torn or punctured in shipping. The fact that year after year the English chocolates have maintained their position, in spite of inherent inferiority to the American product, is due entirely to the painstaking care with which they are packed.

What is said about candy is largely true in regard to the biscuits, or cakes as we call them in the United States. The English again score in this regard, putting up their biscuits in good air-tight tin boxes, with labels pasted over any parts where air would likely enter, and these are given the preference. The American method of packing the cakes in a tin box with glass front is not entirely successful, as humid air soon plays havoc with a cake or cracker which depends largely upon its crispiness for appreciation. It might be well to arrange a display of the various varieties in a show box, which would allow the intending purchaser to select his variety but which would not be subject to constant opening, and then to pack the various sorts in separate packages. Grocery salesmen have argued to the writer that to pack these cakes and biscuits in tins would prove too expensive. The answer to this is that the English do pack them in tins and sell them at a profit and have the trade which will pay higher prices for a perfectly kept product. It may be that the pasteboard package can be made entirely climate proof, but the testimony of many

Fifty-six Years of Continued Endorsement by the Consuming Public

BORDEN'S EAGLE BRAND CONDENSED MILK has been famous since 1857 for its QUALITY, ABSOLUTE PURITY and CONVENIENCE to the housewife. Its popularity has never waned, and the prestige enjoyed by the quality and purity which has been maintained through all these years, coupled with the heavy advertising, is a constant stimulus for increasing sales. You will find BORDEN'S BRANDS easiest to sell and the most satisfactory to your customers. All of BORDEN'S BRANDS, both sweetened and unsweetened, are made from the highest grade raw milk by the most modern method of manufacture, and are guaranteed ABSOLUTELY PURE.

BORDEN'S EAGLE BRAND CONDENSED MILK is an *ideal infant food*, being rapidly and completely digested by the delicate infant stomach, and affords the greatest amount of nourishment with the least amount of work. It has furnished rosy health to more babies than all the other infant foods combined. Mention this important fact to your customers who have babies, impressing upon them at the same time that EAGLE BRAND CONDENSED MILK has no superior for table and general household purposes. BORDEN'S PEERLESS BRAND EVAPORATED MILK is extensively used for cooking for whatever purpose ordinary milk would be employed. Display BORDEN'S BRANDS on your counters and you will be sure of STEADY SALES and SATISFIED CUSTOMERS.

Borden's Condensed Milk Company

"LEADERS OF QUALITY"

Established 1857 NEW YORK

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.
SECURITY
INTEGRITY IS YOUR

WHAT TO TELL CUSTOMERS

"We always like to sell BORDEN'S BRANDS because we never have any complaints about them. We guarantee every can but nobody ever wants their money back."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

Let the Chocolate Wizard Help You Win the Money

WILBUR'S COCOA

MADE IN PHILADELPHIA

Pays you not only your **MONEY PROFIT.**

Every can you sell helps to bring one of the Pennsylvania Plan prizes to your association.

Every can you sell helps the housewife solve her food problem—because WILBUR'S is a nourishing **food** as well as a delightful BEVERAGE. It is the biggest selling cocoa in Pennsylvania, because there are

SIXTY WAYS TO USE IT

for making delicious and wholesome desserts, cakes, candies, puddings, sauces, etc. When you get your customers using WILBUR'S for baking, candy making, etc., they will use it every day just as they do sugar and flour. Then you'll sell the BIG POUND CANS of WILBUR'S with the BIG PROFIT, instead of the small quarter pounds of other cocoas at the small profit.

Write for a supply of recipe books and other helps to increase sales.

H. O. WILBUR & SONS, Inc.
PHILADELPHIA

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

SAY TO CUSTOMERS

"Here's a WILBUR recipe book, showing how to make sixty delightful things to surprise your family and friends."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

dealers is that it is efficacious only for a short time where the air is damp and the climate very hot.

HOLT.

CORRESPONDENCE.

The House of Rothschild.

Mifflinburg, Pa., May 31, 1915.

To the Editor.

Dear Sir:—We note you had the House of Rothschild ad. in your journal. We received their catalogue and the prices are very attractive, but the idea of sending cash in advance we do not like, as reports on them say we should go very slow. We wrote and told them we would give them orders providing we could examine the goods at the freight station before lifting, or they could draw a sight draft on us with subject to examination. But this they will not allow. What do you know in regard to them? Some say that they buy bankrupt stocks and, if such is the case, some articles would not be very safe to buy of them, such as cereals, etc. Please advise us what you know of them.

Could you send us a city directory of Philadelphia, and if not could you get us a phone directory? We will pay you transportation charges and for your trouble.

Also tell about what it would cost us for about 5,000 books about the size of Janney's.

Yours very truly,

KLECKNER & Co.

By S. L. Kleckner.

This correspondent will find his questions as to the House of Rothschild answered elsewhere in this paper.

The Philadelphia city directory costs $10 and can be obtained of the publishers, C. E. Howe Co., 208 South Fourth street, Philadelphia, Pa.

The cost of printing varies widely; we could hardly hazard even a useful guess as to what 5,000 books like Janney's price-list would cost. We suggest communicating with Castle & Heilman, 27 North Second street, Philadelphia, who make a specialty of catalogue printing of that kind.

* * *

Names of Salt Manufacturers.

Hobart, N. Y., May 27, 1915.

To the Editor.

Dear Sir:—Could you give me the name and address of the company manufacturing the Colonial and Liberty salt. I am enclosing a stamped envelope for reply. Thanking you in advance for the information, I remain,

Yours very respectfully,

E. T. VAN BUREN.

Both are manufactured by the Colonial Salt Co., Akron, Ohio.

HESE MANUFACTURERS WILL GRATUITOUSLY SEND RETAILERS ADVERTISING AND DISPLAY MATTER.

(Continued from page 18.)

The Postum Cereal Co., Battle Creek, Mich., or any of its branch offices, will supply retailers, free of cost, with full carton displays for interior or window. If desired, the company will send its own men to arrange these displays. The company will also supply retailers, during the season, with samples of the various Postum products.

The Franklin Sugar Refining Co., Philadelphia. Furnishes window decorations, booklets and blotters when their specialty men are located so that they can reach the dealers' towns. Franklin Carton Sugars.

C. F. Sauer Co., Richmond, Va. Will furnish all advertising and display matter necessary to make a good display of Sauer's Flavoring Extracts. Retailers sending should state the purpose for which the advertising matter is wanted.

Joseph Tetley & Co., Inc., New York City. Furnishes large cut-outs for window displays; velveen inside display cards and transparent signs for window or door.

The O. & W. Thum Co., Grand Rapids, Mich. Furnishes show cards, chandelier cards; also window trims—six pieces, on paper, in colors. One show card is sent in each case of 250 sheets. Tanglefoot Fly Paper.

The Southern Cotton Oil Co., 24 Broad street, New York. Furnishes recipe books, cut-outs, window transparencies, complete window trims, envelope stuffers, electros, lantern slides showing dealer's name, and other dealer-helps. Wesson Snowdrift Oil.

Loose-Wiles Biscuit Co., 176 Causeway street, Boston. Furnishes cut-out displays, store hangers, magazine advertisement reproductions, bill boards, sampling lists.

Buffalo Specialty Co., 375 Ellicott street, Buffalo, N. Y. Furnishes window trims, newspaper electros, letters and circulars for dealers to send out to their customers. Liquid Veneer.

Another of the "Champion Brand" Family.

While H. J. McGrath Co., of Baltimore, packs 17 articles of food, all of high quality, under "Champion Brand," they take the greatest pride in the peas they pack under this label. The quality is of the highest and is guaranteed; they are always evenly graded as to size and uniform in quality; sweet and tender and packed in clean, sparkling liquor. They are now ready for shipment and can be obtained from your jobber or direct.—Advt.

Now It's Time
to suggest
MAPLEINE
delicious flavor for ices, punches, summer desserts.
ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.
CRESCENT MFG. CO.
SEATTLE, WASH.

The Bright Side of Your Store

is the sunshine counter where GOLDEN SUN Steel-cut COFFEES constantly move from your shelves into the hands and homes of delighted customers. There are

FIVE DISTINCT BLENDS

of GOLDEN SUN—one for every taste

Karex, Navarre, Briardale, Vienna, Mocha and Java

with a repeating sale record greater than any other coffees—which means a greater profit-producing record for the dealer. GOLDEN SUN is *Better* coffee made *Best* by careful selection, expert blending and perfect roasting. Then it is *steel-cut* instead of ground—the final touch that brings out the rare flavor and delicious aroma which grips and holds the trade of coffee drinkers.

BE A SUNSHINE MERCHANT

The five GOLDEN SUN blends make your coffee line complete and larger sales and increasing profits will make things bright for both you and your customers.

GOLDEN SUN Coffees are packed in handsome, air-tight, all-metal cans, three convenient sizes—dust and germ proof.

The Woolson Spice Company
TOLEDO, OHIO

Oldest and largest house of coffee experts in the world

SAY TO CUSTOMERS

"You'll take pride and delight in serving GOLDEN SUN Coffee because of its fresh, rich flavor and distinctive aroma."

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants

MEMBER OF RETAIL MERCHANTS ASSN. OF PENNA.

Where to Get Premium Goods

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Advertising Novelties.

A. C. Bosselman & Co., 1 E. Thirteenth St., New York City.

R. M. Doernberger, 115-117 Park Row, New York City. (13)

Advertising Novelty Co., Newton, Iowa. (6)

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (10)

Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (10)

American Aluminum Mfg. Co., Lemont, Ill.

Buckeye Aluminum Co., Wooster, Ohio. (26)

Lafayette Stamping and Enameling Co., Lafayette, Ohio. (13)

Republic Stamping and Enameling Co., Canton, Ohio.

The Vinton Co., Central Building, Portland, Ore.

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

Dishes.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

Egg Separators, Strainers, Pancake Turners.

Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

French Ivory Premium Articles.

Yale Novelty Co., Leominster, Mass.

Games.

J. W. Hance Foundry Co., Waterville, Ohio.

Wm. Fuld, 1226 W. Central Ave., Baltimore, Md.

Glassware Novelties.

Jeannette Glass Co., Jeannette, Pa.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.

Kitchen Spec. Mfg. Co., Reading, Pa. (22)

Wachusett Specialty Co., Worcester, Mass.

Ice Picks and Tongs.

Wm. P. Perkins, 118 Nassau St., New York City.

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (20)

Geo. W. Dover Co., 79 Ship St., Providence, R. I.

Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.

Fray Jewelry Co., 9 Federal St., Providence, R. I. (10)

Nail Files, Puzzles, Key Rings.

Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.

Souvenir Lead Pencil Co., Cedar Rapids, Iowa.

J. Ullrich & Co., 27 Thames St., New York City.

Post Cards, Etc.

E. C. Kropp Co., Milwaukee, Wis. (Special post cards made to order.)

Mail Dealers' Wholesale House, Chicago, Ill. (10)

Premiums.

Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.

F. E. Wilson Mfg. Co., Lancaster, Ohio.

Rugs.

Edw. H. Condon, Stonington, Me.

Rulers—Steel and Wood. Yardsticks.

Wm. P. Perkins, 118 Nassau St., New York City.

Shears.

Atlas Shear Co., Bridgeport, Conn.

Toilet Sets (Brush, Comb and Mirror; Manicure; Shaving).

Ellis & Golterman, Inc., 122 W. Twenty-seventh St., New York City.

Umbrellas.

Frankford Bros., 906 Filbert St., Philadelphia.

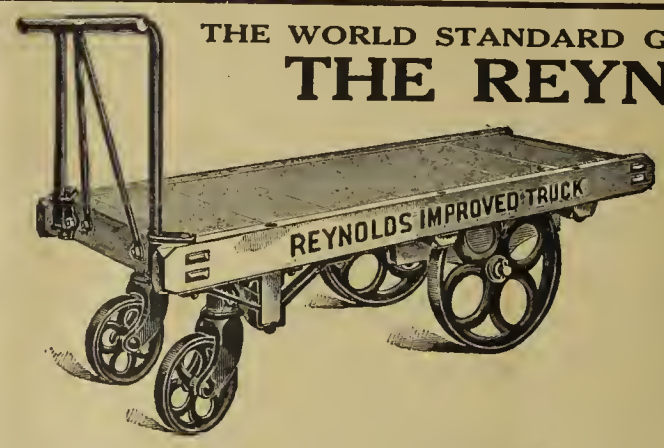
Wire and Metal Goods Novelties.

E. A. Bulman Mfg. Co., Grand Rapids, Mich.

Rockwell-Clough Co., Alton, N. H.

THE WORLD STANDARD GROCER'S TRUCK

THE REYNOLDS



Large Wheels Directly Over Load

Ball Bearing Casters

A Truck That Asks No Favors

Tell us the size you want and we will tell you what it costs.

Write for Catalog MM

288-289 West Street NEW YORK CITY

LANSING-COMPANY

Cor. N. American and Willow St. PHILADELPHIA, PA.

Or Any of Our Stores:

BOSTON, 78 Cambridge St., Charlestown District
CHICAGO, 169 West Lake St.
KANSAS CITY, 1413-1415 W. Tenth St.
LANSING, MICHIGAN
MINNEAPOLIS, 330-334 1st St., North
SAN FRANCISCO, 338-348 Brannan St.

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

Fine Catalogue and Color Work

No. 927 Arch Street, Philadelphia

Snyder, the sort of gentleman addressing the women

The type of women assisting at the demonstrations

Teaching Women To Buy In Your Store

Not only are the Ladies' World, McClure's Magazine and 103 newspapers making these Westfield products sell in your store, but club women right in your own location are learning individually all there is to know about the Westfield Movement and what it means in buying groceries.

The title of this advertisement means much more than you can imagine for the work that is being done with these women is causing the Westfield Grocer to become the leading dealer in the estimation of these women and in the estimation of those in their circle of acquaintances. Backed by the local newspapers, the McClure Publications and these manufacturers, Westfield exhibits, lectures, debates, investigations and motion pictures are being attended continually.

Audiences of women gather to be convinced for all time that the goods shown below are the right ones to buy and that the grocer who sells them and exhibits the "high sign" is the one to patronize.

Three Typical Meetings

Displaying the goods you sell

No goods are sold at these missionary meetings but samples, literature and the Big Idea are given to these leading women of your Community. A list of these very meetings will be sent you on request if you want to get even closer to them.

The women who attend these meetings know no grocer who does not have this sign on his window—flash it and cash it in sales.

A postal or letter to Dealer Service Department, McClure's Publications, Inc., McClure Building, New York, will bring you a copy of the Westfield Book of Pure Foods—a Westfield Transparent Sign for your windows—and a 56-page book in full colors offering suggestions on window trimming. ALL FREE.

Push these products and profit by their advertising.

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

"Rules How to Succeed in the Retail Business."

I was home the other Saturday and during the forenoon I strolled down to the "Grocery World" office to show 'em how a gent ought to dress, and plant a few wise remarks about things in general.

They were all busy, or they started to get busy when they saw me come in, and I picked up one of their exchanges and looked through it. The very first thing I saw peeved me so I gave the office cat a real cross look.

A long windy thing about "Rules How To Succeed in the Retail Business"! I don't know who wrote 'em—there was a name signed to 'em I never heard of before. Chance is it was some fellow that never made good at anything and couldn't sell salt to a sheep, as the saying is.

"Rules How To Succeed in the Retail Business!" Gee whiz! I looked 'em over. The first one was "Keep the stock clean and fresh at all times." Of course nobody ever thought of that before. There was ten of 'em, and I give you my word, every one was as punky as that. Just things that my kid or anybody else's kid ought to know about. All the "rules" I ever saw how to make good in business were that way.

"I'll give 'em some rules," I said to myself, and I sat down at a desk and wrote some real ones. Mine have something in 'em. I didn't show 'em to the editor, for I was afraid he'd steal 'em and claim 'em as his own. I've been done out of millions of dollars' worth of big stuff that way:—

RULE 1.

Never attempt to speak to a lady customer with the mouth full of tobacco juice (your mouth that means). Before waiting on her eject it into the tin Salvation Army box which sits on the counter for stray coins. You'll make a hit with your lady customers as a polished gent, and you'll also contribute to the Salvation Army something which they don't get from anybody else.

RULE 2.

In telling jokes to lady customers, do not emphasize the point by prodding them in the abdomen with your thumb. Very stout ladies have been known to bust when handled that way, spoiling a large quantity of stock.

RULE 3.

To impress customers that you're clean, turn the hose on your floor when it is filled with customers. The slight grouch which this might otherwise give them will be more than fixed up by their intense delight in your scrupulous cleanliness. Nip their shoes occasionally—they will never forget it of you.

RULE 4.

Never send sticky goods out of the store without carefully removing all flies, whether dead or alive, being sure to get all the legs and arms. "A fly's leg on a seeded raisin will kick your trade to death."—Proverbs, 8-26.

RULE 5.

Become as friendly and sociable with your customers as you can. Always call them by their first names and invent nicknames and pet names for as many as possible, such as "Fatty," for all stout birds, male or female; "Old Stick in the Mud," for preachers, and "Cock-eye," for the squinters.

RULE 6.

Never take no for an answer. If you ask a customer to buy something and she says no, send it to her anyway. If she kicks, laugh in her face and tell her she don't any more know what she wants than a week-old baby.

RULE 7.

Do not clean your hair with gasolene or kerosene in the store in business hours. The insurance companies don't like it.

RULE 8.

Get up a reputation for yourself as a great joker—it's a bully thing for business. You can do it by putting in a few pieces of April fool candy with everything sold, especially if the one buying it is going to have an evening company. Don't wait for April 1st to do this, as you will be missing a lot of the effect. Do it all the year round. The scheme is helped along by calling up the family on the telephone about 2 o'clock in the morning to ask who got stung and laugh about it.

RULE 9.

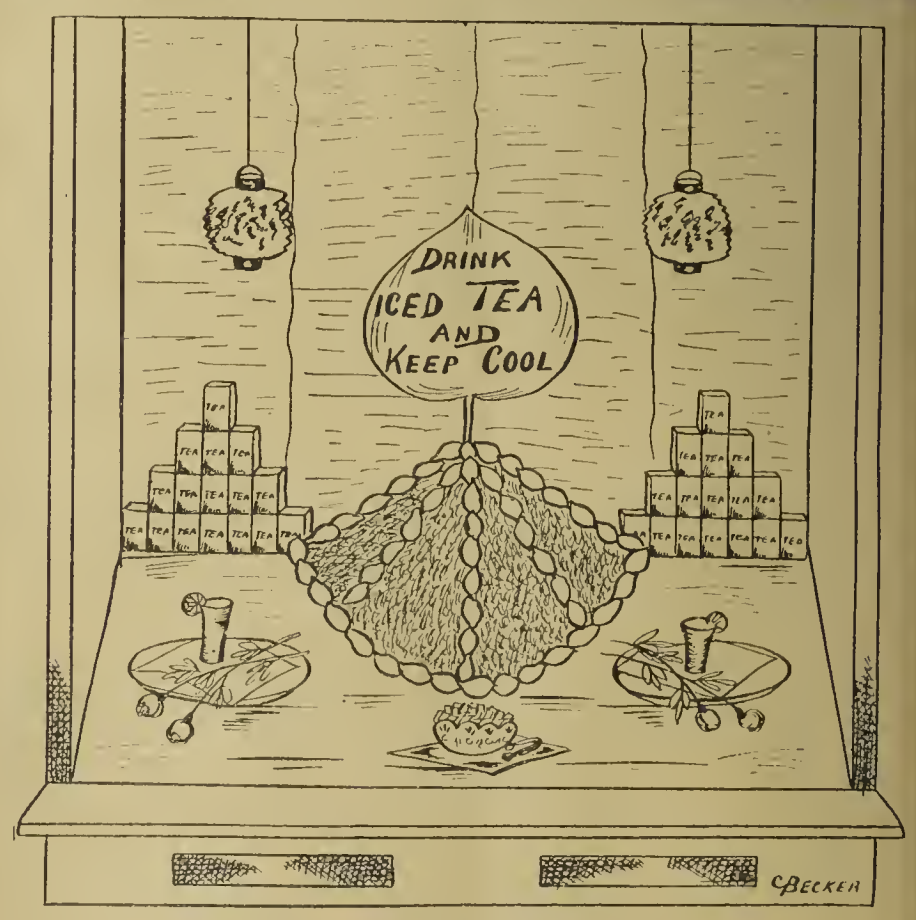
Take no lip from any customer, no matter who it is. Be your own man. Own yourself. Don't encourage making complaints, and when a customer tries to put one over, look up at the ceiling and say, "I always tell people that complain to go to ———." They'll usually take the hint.

You see there ain't a thing cut and dried about these. "Keep the stock clean and fresh!" Pooh for that. Everybody knows that. But a fellow might not always remember not to shampoo in the store or not to poke his customers in the tummy when he tells 'em jokes. I think these rules are good enough, if I do say it as shouldn't, to cut out and hang up, and I've fixed up with President Woody Wils to send a solid gold hanger to ha 'em up by, to anybody who w write him for it. Mark your e velopes "personal," or some chee butt-in of a secretary may g fresh and keep 'em from getting him. Woody Wilson's all wrapp up in the work I'm doing to lift the retail trade. I sent him th rules before I sent 'em to the "Gr cery World," and asked him tell me what he thought abo 'em. He wrote back a real ni letter. It said: "My dear old pa Your rules have came. They a glorious. After reading them I f I wouldn't need no other datty go in the grocery business. Affe yours, etc."

Tain't everybody can get th kind of a writing from the Pres dent of the United States.

THE STROLLER.

Weekly Window Display Suggestions



Thirst Quenching Display.

Cover the entire rear of the window with pale green crepe paper. Then make two pyramids of some good package tea at each side in the rear. Then in the center of the rear make a slant of boards around a high box. Cover this slant with burlap bags and cover this with any kind of loose tea. Make a row of lemons all around the base and several rows of lemons up and down the slant. Now in the center of the front place on a white napkin a glass bowl of loaf sugar, with tongs near it. Towards each side of this, on a large tray, lay two pink paper roses, a glass of iced tea, with a slice of lemon on the rim. Make the fan in the illustration like this: Take a long stick—as long as you want the fan to be—and shape thin wire around to the shape you want to form a frame; then cover it with yellow crepe paper, with letters like illustration. Cover the electric light bulbs with Japanese lanterns, or if you haven't electricity, use candles.

1845

Doesn't This Date Tell You Something?

This is the date Knight's Cooking Extracts first decorated grocers' shelves. Time, skill and experience combined have added to the perfection of these goods each year. If an old lady or a child is sent for a cooking extract without being told to get a certain brand, they'll ask for Knight's by instinct. This name naturally identifies itself with flavoring extracts in their minds. It's a household word and stands for the highest standard of excellence.

KNIGHT'S
Cooking Extract Co

No. 211 ARCH STREET

PHILADELPHIA, PA.

It's Easy To Sell Hooton's Cocoa

because our 10c can is the biggest FIRST QUALITY can on the market at that price and you can persuade any customer to *try* it. Once tried, the Quality makes her a permanent buyer of **Hooton's Cocoa** at good profit to you. Write for particulars of our generous introductory offer to new dealers.

HOOTON
COCOA & CHOCOLATE CO.
NEWARK, N.J.

"REMEMBER HOOTON'S, NEWARK, N.J."

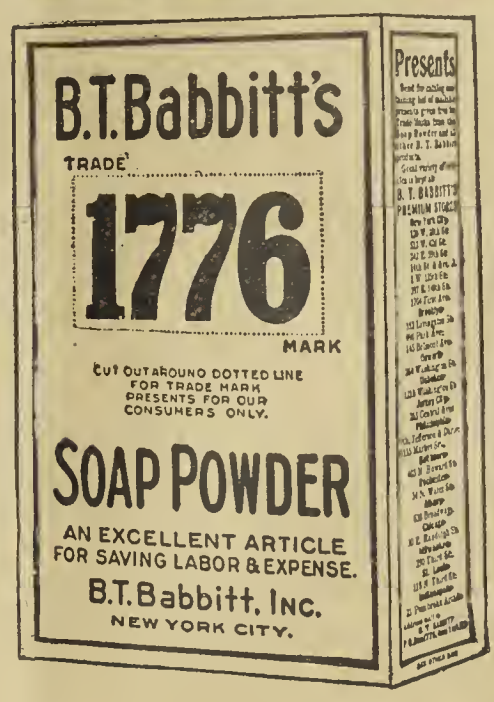
NEW LARGE

Pound Package
ONLY 5 CENTS

To the Consumer

The New Package of

Babbitt's 1776 Soap Powder



has every feature in its favor to make it the biggest and fastest seller you ever handled. It's a pure soap powder of wonderful cleansing power, and means "Freedom from Drudgery" for the housewife. The big pound package that costs only 5 cents is the biggest moneysworth she can buy, and that pleases her. The Trade Marks are good for beautiful and useful presents. If you'll keep 1776 Soap Powder on display and mention its features to customers, you'll find it easy to put a few packages in every order.

B. T. BABBITT, Inc.
NEW YORK CITY

Coffee Sermonettes

No. 8—The Square Deal

TEXT: "In business watch your competitors; but give the other fellow a square deal and beat him out on your merits."—*Walter H. Cottingham.*

It has been said that no man or concern has a monopoly of all the best brains and methods. We have always found competition to be an incentive to our energy and our ambition.

All the same we want your consideration and favor this year, as we have had it in the past. We believe in the SQUARE DEAL for our competitors and we believe in it for our customers. Where we win customers we win them on the merits of our goods and our service.

Grant us the opportunity of showing you how to give your competitor a SQUARE DEAL and still beat him out on your merits.

Just at this time it is important for you to keep up the quality of your blends, and right here let us tell you that we frequently have quality bargains in old crop goods which come by sailing vessels from Padang, under our own mark.

We try to secure coffees that have been matured by age. This insures mellowness and smoothness. Try us on some old crop goods. Remember you will always receive the coffee we agree to deliver and you can depend upon it that they will be carefully selected—never green, unseasoned grades, which are usually bought solely on price.

They are clean, too. We call them HARISCO STANDARDIZED COFFEES.

Try us for cleanly shipments and quality blends, and let us place our personal service at your command.

The

William B. Harris Co.

Cup Quality Experts

Teas, Coffees, Spices

65 Front Street New York

(Copyright)

No. 314.—Some New Law Needed as to "Insufficient" Checks and a Useful Hint as to Protecting One's Self Against Them.

I know of no legislative need greater than the need of a law in all the States which would firmly establish the legal status of a man who gives a check in the course of a business transaction, which check is subsequently returned on account of no funds or insufficient funds. My view, based on a fairly large observation of such cases, is that this ought to be considered a criminal offense. I do not mean cases where a man owing a debt which is already contracted, gives a bad check in attempted payment of it. The creditor in such a case as that is out nothing but the inconvenience of depositing the check. He has his claim against the debtor exactly as he had it before. But under the law as it exists to-day a man who gets merchandise in a cash transaction and pays for it with a check that subsequently turns out to be bad, may not even be guilty of a criminal offense. If he gives a check on a bank where he had no account or no funds, he can be convicted, but if he simply had insufficient funds there, the law will usually excuse him from criminality on the ground that he may have reasonably expected to make the check good by the time it was presented. The law ought to criminally penalize every man who either does not make a check given under such conditions good by the time it is presented, or does not return the merchandise at once.

A typical case has transpired in my own practice within the last few days, showing the troubles which beset the creditor under the present condition of the law. The legal status of this transaction would be the same practically everywhere in the United States.

In this case a retail dealer bargained with a wholesaler for a considerable quantity of merchandise. There was to be no question of credit—the bargain was made on the condition that the transaction was to be cash. The merchandise was sold, and the buyer at once loaded it on his own wagons and carted it away. He paid for it in two checks signed by himself and got a receipt in full.

The seller presented the checks in due course and both were returned marked insufficient funds. Let me say here that a great many check cases fall down because the holder fails to present them promptly. The law is very firmly settled that when a man who receives a check in a business transaction carries it around in his pocket for a week or a month and then presents it, he cannot complain if there are no funds in bank to meet it. To protect one's rights in such a case the check *must* have been presented in due course, which means within a reasonable time under the circumstances of the particular case.

To get back to the case under discussion, there was the seller with his merchandise gone and with nothing in place of it except two worthless checks. He had presented them to the bank within a reasonable time, so it would appear that the maker of the checks was guilty of obtaining property under false pretenses, in that he had gotten merchandise on the strength of the implied promise that his checks were good and would find sufficient funds on deposit to cover them when presented.

The maker of the checks was accordingly served with notice that if he did not at once make them good or return the merchandise, he would be arrested on the criminal charge. He had sold some of the goods and could not return them, therefore after many efforts to escape and evade, he made the checks good.

An interesting feature of the case was the discovery after he had paid, that a criminal prosecution against him would probably have failed, showing again the creditor's difficulties in cases of this character. It appeared that on the very day the checks were given, and when there was sufficient money on deposit to meet them, the maker's bank account was attached for such a sum as when subtracted from the deposit, left less than the checks called for. This meant that the maker was not guilty of a criminal offense, and he would have instantly been discharged—with a probable action for false arrest or malicious prosecution against the creditor—when the facts were made known.

How can the creditor protect himself absolutely, in such transactions, which of course include cashing checks for customers. Only by refusing to accept anything but certified checks. When a bank certifies a check, it promises to pay the debt itself, and there is no longer any question about it unless the bank fails. Sometimes a bank on which a check is drawn, if telephoned to by somebody who has been asked to accept it, will state whether there are sufficient funds to meet it. This is not necessarily conclusive, because the funds may be withdrawn or depleted within the next ten minutes. What is conclusive is a verbal promise which some banks will give over the telephone to set aside sufficient funds to cover the check. Banks do not usually like to do this verbal certifying, however, though they will practically always do it when asked to by the maker of the check. I have found it very useful, where somebody tries to pass a check on you—if it is a check he has signed himself—to have him call up the bank on which it is drawn and request them to protect it by setting aside enough funds to meet it. If he knows anybody at the bank who can identify his voice, this can practically always be done, and aft the bank official clinches it by assu ing the person who is to take t check that the funds will be s aside, the protection is practica as complete as if the certifyi were done in the usual way. A if there is any slip and the che when presented did not find t funds there, the bank would u doubtedly be responsible for a loss that resulted to the creditor.

(Copyright, June, 1915, by Elton J. Buckley.)

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Question: * * *, Philadelphi Pa.—About five years ago I had certain company's telephone i stalled in my store. There are se eral firms that I buy goods from th I can't reach by this phone, so had another company's phone i stalled and notified the first nam company to remove its phone as had no further use for it. No they tell me I have to keep it unt my contract ends, which will l about nine months from now. Th say that the contract renews itse every year unless I notify them 3 days previous to the end of the yea They threaten to sue me for the ba ance of contract, nine months, if insist on them taking it out. I hav no copy of contract—can they con pel me to keep it in or pay the cu rent nine months' rent?

Answer.—Of course I canno speak positively without seeing th contract, but it is reasonably certai that they can. Telephone contract are usually drawn in exactly th way you describe—for a certai period with automatic renewal fo further periods if either party doe not give the other certain pre scribed notice. I have never know a telephone contract that could b terminated any time the subscribe wished. Ask them to let you se your contract and send it in to thi office. I will be glad to advise you after seeing it.

—

Question: W. O. B., Buffalo, N. Y.—I have your article entitled: "Who must pay the loss of this fire," and after carefully reading it the question arises as to what bearing certain conditions of an order, as usually given, would have on a case of the kind as described by the Cincinnati letter reproduced in your article. The conditions to which we refer particularly are the phrases generally used when stating the price upon which an order is given, that is, whether the price is f. o. b. the buyer's place of business or the seller's railroad station.

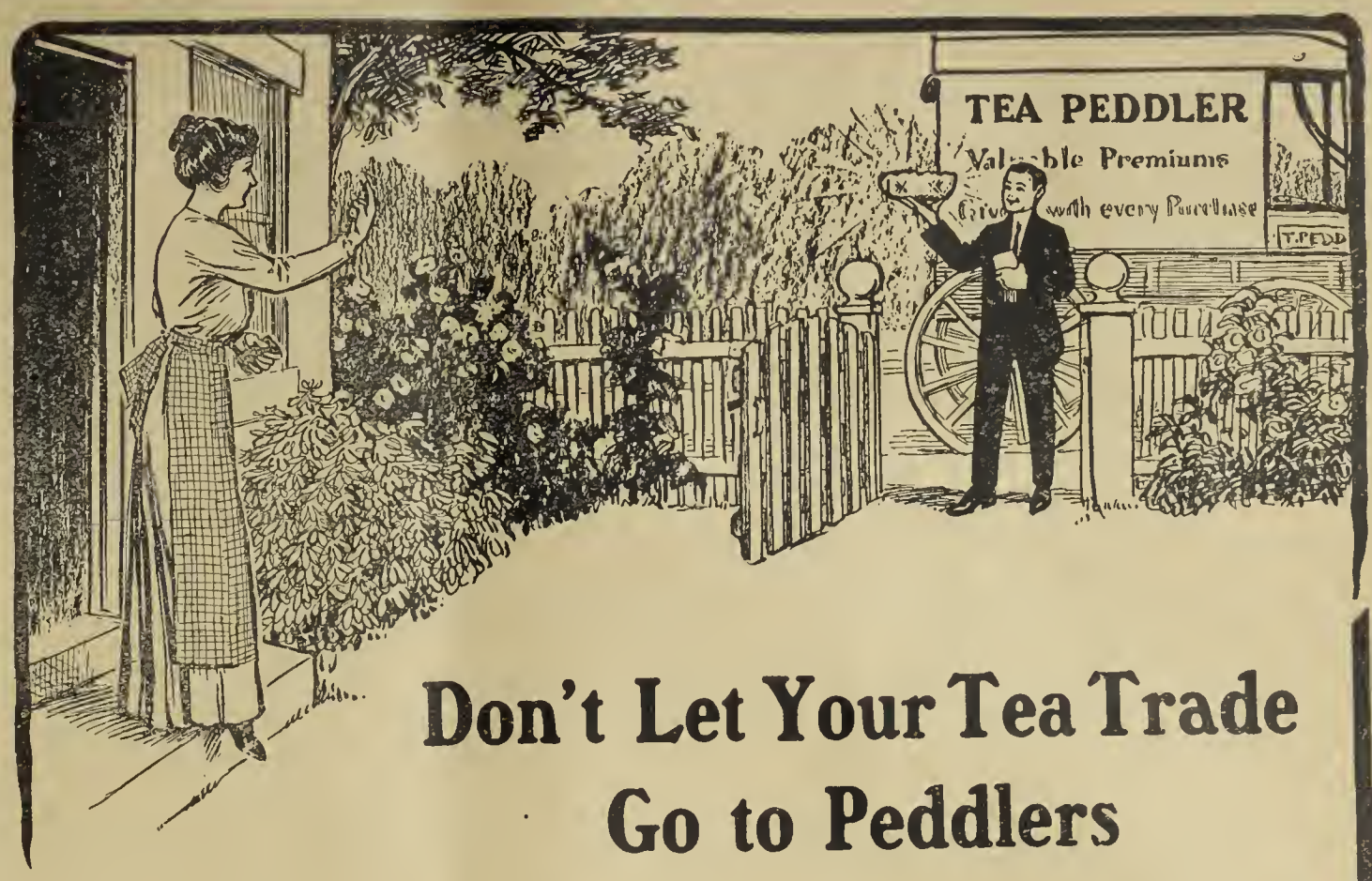
This it seems to us would have a very important bearing upon this question of fire loss, though we regret you did not touch upon this phase of the subject at all in your discussion.

In connection with the same subject arises another question which we can best explain by pointing a supposed happening in our own case for an example. We purchase certain goods by the carload, which are always delivered to us f. o. b. our plant. Our insurance contract takes care of the fire risk on them after they are placed in our store room. Now suppose the railroad has delivered a car to the siding and has notified the plant that the shipment is ready for delivery. The plant receives notice regarding the car and plans on having it taken out of the car and placed in the stock room on the following day. Suppose a fire occurs on the night previous to the planned delivery. Who would be responsible for the loss? The insurance company naturally would claim the goods were not in our store rooms, and would not the railroad, in this case, claim that their responsibility ceased the minute they advised us of the delivery of the car to the siding? Of course in the case of the goods being delivered to the freight house their responsibility would not cease until they had been taken from the freight house.

We believe that a discussion of this phase of the subject would be of vital interest to the many readers of your excellent series of articles. You could also no doubt give some practical suggestions on what steps can be taken to avoid loss in cases of this kind.

Answer.—The above refers to the legal article published a week or so ago on where the loss would fall, as between seller and buyer, if goods which had been sold were destroyed by fire while in the seller's possession. The f. o. b. condition which was frequently mentioned in that article always referred to f. o. b. the seller's station, as that is the way the term f. o. b. is most often used.

In the case cited the loss would undoubtedly be yours, and it would not be covered by insurance. I take it that when the seller, through his agent, the railroad, delivers your goods in a car upon the siding, he has completed delivery to you under the terms of your contract. Therefore title passes to you when the car is on the siding and notice is delivered to you. After that if the goods are destroyed, the loss is yours. Moreover, you are not covered by insurance in such a case if fire occurs before the goods are taken from the car, as your insurance only applies after they are put in your stock room. I should have the insurance amended so that it attaches the minute legal delivery is made to you.



Don't Let Your Tea Trade Go to Peddlers

The taste for tea is acquired—not natural. Once acquired, it stays.

Every live dealer can, by little effort, educate his trade to a particular quality or flavor of tea and, by selling TETLEY'S TEA, he is sure of uniform quality and flavor the year around. This will insure the return of customers again and again for that particular tea, and keep his business steadily progressive.

No premiums, no china, nothing but the finest selection of India and Ceylon tea, carefully blended to a permanently uniform quality and packed in attractive air-tight tins—

THAT'S TETLEY'S

A high grade package tea that will bring to your store ALL the tea trade of ALL your customers.

JOSEPH TETLEY & CO., Inc.

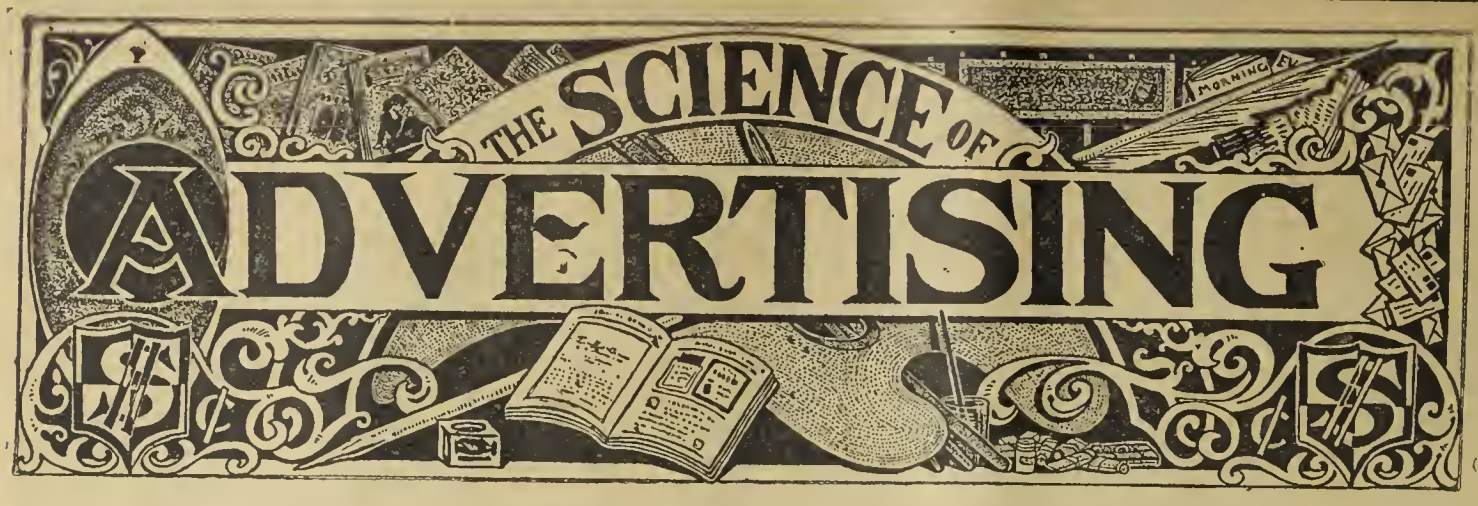
108-110 Franklin Street :: NEW YORK CITY

MEMBER OF RETAIL MERCHANTS ASSN OF PENNA.

TELL YOUR CUSTOMERS

"When TETLEY'S, the best tea, costs less than half a cent a cup, why not have it?"

This is one of the firms the sale of whose products helps organize the Pennsylvania Retail Merchants



I have from C. J. Wood, Corry, Pa., a double column newspaper advertisement which he used to attract special business during March of this year. The advertisement occupied the top of the column, and was about thirteen inches long. Here is the reduced reproduction:

This appears to be a pretty good bargain sale, and I should expect some business to come from it. The heading might have been improved, although it is not bad now. A good plan in a sale like this is to pick out one particular bargain and make a headline of that, such as

Sugar At Cost During March

following this up with the statement that other goods would be similarly cut, and giving the reason. By picking out some article that everybody uses, you have a headline that will be seen and remembered by practically everybody. "Gumption, Grit and Sense" might not have a similar appeal.

* * *

Another thing—this introduction doesn't make clear to me whether this is a cash sale or not. You say something in your first paragraph about paying cash for what you live on, but you do not definitely say that goods advertised in this sale must be paid for in cash only, unless "C. J. Wood's Cash Market" tells everybody that. In advertising special sales as little should be left to the imagination as possible.

* * *

There is only one other general criticism which I would make and that is that this advertisement has not been made to appear important enough, considering the apparent importance of the sale. It looks to me as if this sale might perhaps be considered an event in Corry, therefore the advertisement should carry that idea out. The advertisement ought to exploit the sale as if it was an event even if it is not one. As a matter of fact, it has not done that, speaking now only of the way it is set. It looks commonplace. I should have made it three columns wide instead of two columns, put a border around the whole thing, used a somewhat different headline, and had some white margins where they would have done the most good. I should have used larger type for the names of the goods, instead of—I assume this—the same type which has been used to set the reading matter of the paper. Then I should divide the goods into different classifications, instead making one long heterogeneous li and I should put a heading ov each class. All these changes wou have given the advertisement more interesting look, and wou have therefore helped it to get r sults. At the very bottom of t advertisement I would have put strong footnote saying in substan that such bargains had never be seen before in Corry—in a wor putting a good strong punch at t end.

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NOTE.—This department is devoted the criticism of advertising matter se in, to the devising of new advertisi ideas for special occasions, upon reques and to the suggesting of original adve tisements when data is supplied. A communications sent for this Depar ment should be addressed to the Edit of Science of Advertising. They wi be taken up in strict rotation.

GUMPTION, GRIT AND SENSE

If you have a particle of either you owe it to yourself and family to pay cash for what you live on and to buy it where it is plain to be seen you save money.

Important Announcement

March 1st and entire month we will have a clearout Sale. Every item in our large stock which includes a second floor and basement crammed full of goods will be

Cut and Slashed to the Limit

April 1st we take invoice and make changes in store room and basement. The stock must be sold and out of the way. Some will have to go at less than first cost. Some at cost and some at a fraction above cost. We don't reserve anything. Notions, Patent Medicines, nearly every item we carry will be cut just the same whether you see an advertised price or not for the

Entire Month of March

Cut this ad. out and keep it for a memorandum. It is good just as long as the stock lasts in March.

Sugar and Flour Goes at Cost

To help the good work along, tell your friends and neighbors about this sale that they may also share in the blessings.

12c best Kerosene Oil, 9½c. gal
90c bag corn Fine Salt, 50c.
10c box Axle Grease, 4c.
35c Twelve dozen egg crates, 21c.
Growler Smoking Tobacco 4c, 9c, and 18c
6 pkgs. all brands Scrap Tobacco, 25c
22c Brands Coffee, 16c.
25c Brands Coffee, 20c.
28c Brands Coffee, 22c.
50c Teas, all kinds, 35c
All our regular finest 25c canned fish, meats, California Fruits and Vegetables will go at 18c to 23c can. All our 20c canned goood at 13c to 17c can All 15c canned goods at 10c to 12c can. All 10c canned goods at 5c to 8c can.
15c fine imported Sardines 10c.
8c Best American Oil Sardines 4c.
10c and 15c Mustard Sardines 6c and 9c.
30c Baker's Shredded Cocoaout 18c lb.
½ lb. cakes Baker's Chocolate, 9 cts.
One pound cakes Baker's Chocolate 35c.
Pound can of Walter Baker Cocoa 19c.
Half pound can of Hershey Cocoa, 15c.
Half pound can Waneta Cocoa 17c.
Walter Baker's Small Cocoa 8c.
Walter Baker's Sweet Chocolate 4c cake.
15c flavoring extracts 10c bottle.
10c flavoring extracts 7c bottle.
15c California Facy Prunes 10c pound.
15c California Evap. Peaches 10c pound.
18c California Evap. Apricots 14c pound.
15c California Evap. Apricots 11c pound
15c Calif. Seeded Ex-Fancy Raisins 10c pound.
15c English Currants 10c pound.
40c Finest Preserved Citron 25c pound
10c Jell Quick Gelatine, all flavors, 8c pkg.
15c Pure Fruit Jellies 8c. glass.
10c Finest Head Rice 7c lb.
12c finest Pearl Tapioca 7c lb.
18c Eagle Brand Cond. Sweetened Milk 14c.
15c Brands Cond. Sweetened Milk 11c can.
10c Brand Evpaorated Milk 7½ cents can.
5c Brand Evaporated Milk 4c can.
15c Brands Liquid Ammonia 9c bottle.
Toilet and Laundry Soap 1c cake and up.
Nearly all kinds nuts 15c lb.
Candy—We give away or almust.
5c all kinds scouring and soap powder 4c.
Fall caught 1914 Fancy Mackerel 10c lb.
New Fancy Whole Cod Fish 10c pound.
Dressed Norway Herring 5c lb.
Ocean "Net Caught" Whiteing Fish 7c lb
$1.00 Pierce'a Golden Medical Discovery, 75c.
$1.00 Hässon's Sarsaparilla, 63c.
$1.00 Gray's Blood Purifier, 59c.
$1.00 Thompson's Barosma, 75c.
50c Syrup of Figs, Calif., 39c.
35c Fletcher's Castoria 27c.
25c Porous Plasters 10c.
25c Cathartic Pills 10c and 15c.
Best Machine thread 4c spool.
Best Machine Silk 3c apool.
3c and 10c Good Pins 1c and 4c.
5c sharp needlea 2c paper.
5c fine combs 3c.
15c Dressing Combs 9c.
10c linen spool thread 5c.
10c Williams Shaving Soap 4c.
10c three kinds safety pins 5c.
5c petroleum jelly or vaseline 3 cts.
5c pair best shoe laces 3c.
10c Yeiser Hooks and Eyes, rust proof 5c.
5c extra good White Envelopes 3c.
5c Pencil school tablets 1c.
10c all you can carry tablets 5c.
10c extra fine ink tablets 7c.
During March consumers can buy strictly fresh eggs at same market price we pay farmers each day.

C. J. WOOD'S CASH MARKET

Week's Dry Goods Business Up to Last Year.

Marshall Field & Co., in their weekl review of the dry goods trade, say:—

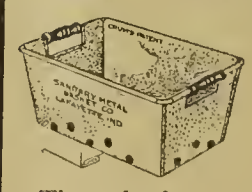
Despite unseasonable weather for dry goods distribution, current wholesale shipments are about the same as a year ago.

Sales by our traveling organization show an increase over those of the corresponding period last spring.

The continued disposition of retailers to anticipate their future sales requirements is resulting in a good volume of fall business. The daily average of buyers in the market has been considerably larger than last year.

The Original Folding Egg Crate.

"Humpty Dumpty" is the name the Cummer Mfg. Co., of Cadillac, Mich. gave to their folding egg crates. Unlike the rhyme of Humpty Dumpty, it has never had a great fall and it does not require kings to put it together—anybody can put it together, and it saves the fall of egg profits. This is something for your farmer trade. They are made in sizes to hold from three to thirty dozen, and can be obtained from any wholesale grocer, or in quantities from the factory. Pays you a good profit and prevents the breakage and waste of eggs.—Advt.



Deliver Your Goods in Sanitary Metal Baskets

These baskets are made of galvanized iron, reinforced and strengthened so as to last a long time. Being perforated, they are self-cleaning, also useless to the housewife enabling you to sell your wooden boxes.

Sanitary Galvanized Iron Metal Baskets are *economical* because they save space; *durable*, will outlast three of the old kind; *modern*, brings delivery system up to date; *cleanly*, no place for dirt to stay.

Price, $4 to $6 per dozen on baskets holding from one to four pecks. Order to-day

Sanitary Metal Basket Co., Lafayette, Ind.

A Page of Good Bargains in Used Cash AND CREDIT Registers

No. 1

Medium size **NATIONAL CASH REGISTER,** throws a check, and in perfect order—has been very little used. A fine bargain. **Will sell for $125; Cost a great deal more.**

No. 2

No. 78 NATIONAL CASH REGISTER, nickel-plated; registers one cent up to $9.99. Operates with a crank, throws a check and prints a detail slip total adder. Does not reset the type. This is not a new machine, but is in good condition and will give satisfactory service. **Price, $80; probably cost $200.**

No. 4

Large check-throwing **NATIONAL CASH REGISTER.** Good condition. **Cost $300; will sell for $100.**

No. 6

Total adder **NATIONAL CASH REGISTER,** registering one cent to $99.99, registering cash sales, charge, received on account and paid out. Prints each sale on detail strip, with initial of clerk making sale. Throws check with amount of sale, and all details. Prints your card or any advertisement you like on back of check. Money drawer has three compartments for paper money, and seven for coin. Has nine different initials for that many clerks. **Cost $275; will sell for $175.**

No. 7

A **NATIONAL CASH REGISTER,** similar to manufacturer's No. 542 (see N. C. R. Co.'s catalogue) except that No. 542 prints the amount on a sales slip, while this one throws out a ticket. Very handsome gun metal finish. Gives total cash and credit trade, for any given time, also the number of cash and credit customers. Has been used in a country store for only fourteen months; owner has sold out, but still has the register. Will crate free and prepay freight to nearby Pennsylvania point. Perfect condition. **Price, $200; cost $340.**

No. 8

NATIONAL CASH REGISTER, No. 442. Modern in every way; a check thrower and registers up to $9.99, registers paid out, received on account, charge, tea and coffee and four initials for as many clerks. Gun metal finish. **Cost $250; will sell for $115.** Perfect condition.

No. 9

A used **KEITH CREDIT REGISTER,** bought new last May, and just as good as new now. **Cost $85; will take $60.** Reason for selling, owner does not need it any more, as he sells for cash only.

No. 10

A nickle-plated **NATIONAL CASH REGISTER,** registers 1 cent to $15; been in use some time but in fine condition and does as good work as it ever did. Owner selling because he has no use for it. Will crate and deliver to railroad station for **$40;** a big bargain at that.

No. 11

A **NATIONAL CASH REGISTER, No. 452,** registering from one cent to $99.99. Throws a check and has detail strip total adder; check is dated. Owner is out of business and has no use for it. **Cost $260, will sell cheap.** Make offer. Perfect condition.

No. 12

A $250 **NATIONAL CASH REGISTER,** used only fifty-one weeks. Owner has sold his business and has no need of the register. Total adder and check thrower and has detail strip attached. Prints on both face and back of check, registers to $99.99 at one time if necessary, keys for several clerks. Gold or bronze finish. Registers "paid outs," "charge" and "received on accounts," besides cash sales. A good machine in splendid condition. Make offer.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition. but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All ales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to
EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me $350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. Gingrich,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

John Altman & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank.

W. E. Roberts,
Freemansburg, Pa.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.

Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. Crawford,
Freehold, N. J.

Offer No. 39.

One 220 Account McCaskey Accounting System, costing $145; used only six months. Can be made to hold 420 accounts. Has all the latest improvements. Will sell cheap to quick buyer. Doing cash business reason for selling.

Mullison Grocery Co.,
Wilkes-Barre, Pa.

Offer No. 41.

We have on hand for exchange or sale 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?

Atco Stores Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.

P. B. Steininger,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

Peter C. Housman,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.

John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. Bennett,
549 Fifth Avenue, Troy, N. Y.

Offer No. 60.

I have for sale a small job printing outfit, in first-class condition, consisting of a Monumental rotary foot-power press, chase 6 x 9, and nine small fonts of type, suitable for regular job work in connection with a business of any kind for bill, letter and statement cards, posters, circulars and all kinds of work done on a press this size; piece rules, furniture, type cases, etc., all go with it, for $50, f. o. b. Greencastle, Pa. If interested write, and I may do better. Address W. Scott Hostetter, Box 232, Greencastle, Pa.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for $2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

Chas. Shupp,
Plymouth, Pa.

Offer No. 63.

We offer the following:—

50 dozen Sledge Handles, 45 cents per dozen.

6 dozen 3½-foot Skirt Boards, $1 per dozen.

2 dozen Bung Starters, 20 cents each.

6 dozen Wood Knife Trays, 65 cents per dozen.

58 dozen 10-cent Curry Combs, 40 cents per dozen.

6 dozen Wall Coffee Mills, $1.75 per dozen.

80 kegs 4-d Wire Nails, $1.60 basis.

40 boxes (2 dozen each) Shelf Paper, 25 cents per box.

10 rolls Hardware Wire (various sizes and mesh), 2 cents per square foot.

10 cases Witman Bros. Jelly, in tumblers, 45 cents per dozen.

Witman Bros.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid? F. D. Hubbs,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me $202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for $135. Ovens burn coal. Cash with order.

E. H. McClellan,
226 Lexington Ave., Dayton, Ohio.

Offer No. 66.

I have for sale one six-foot Floor Case, suitable for cigars or notions, in good condition; glass top; price $15, f. o. b. Berwick. Floyd Klinetob,
Berwick, Pa.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost $19, will sell for $12, f. o. b. Dallastown, Pa.

V. M. Simon, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, $15, less than one-half the cost when new from factory; cost $45 There are in this system three center ceiling lights of 100-candle power each and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 73.

A Smith Premier Typewriter, No. in good condition. Was purchased ne at $100, will sell for $25.

Unangst Department. Store,
Nazareth, Pa.

Offer No. 74.

We have a lot of Standard Disc Re ords from the Standard Talking Ma chine Co. They retailed at 60 cen apiece; will sell at sacrifice. What your offer, part or all?

Schumm & Yreke,
Amsterdam, N. Y.

Offer No. 75.

I have on hand 100 pounds Sou Dried Apples, at 5 cents per pound.

Fulmer J. Reif, Harrisburg, Pa.

Offer No. 76.

We offer the following, terms ne cash with order, f. o. b. Mount Carmel all guaranteed to be in first-class condition:—

4 cases Buckrellen Brand Kippered Herring, Norwegian, 100 ½s to case, $6 per case.

28 cases Navigator Brand Kippered Herring, Norwegian, fancy quality, 72 1s to case, $7 per case.

41 cases Navigator Brand Kippered Herring, Norwegian, fancy quality, 100 ½s to case, $6.25 per case.

18 cases Half-Moon Brand Delicatesse Herring, Norwegian, 100 ½s, oval, in tomato sauce, $7.75 per case.

7 cases Snider's Catsup, 24 16-ounce to case, $1.84 per dozen.

50 boxes Tomson's Red Seal Borax Soap, 100 5-cent, $3.44 per box.

Schneider Bros. & Co.,
Mount Carmel, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 7-horse power, friction drive; cost $400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery; in good condition. Will sell for $75.

Benjamin Gebhard,
111 W. Duval St., Germantown, Phila.

Offer No. 78.

We have for sale one Platform Scale, in good condition. Will weigh any amount up to 600 pounds. Cost $15, will sell for $8.

Bridge & Geary, Latrobe, Pa.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

The Coston Co.,
Hornell, N. Y.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

PATENTS
and Trade-marks procured promptly
—and properly in all countries—
Davis & Davis, Washington, D. C.

Modern Merchant
AND
Grocery World

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ELTON J. BUCKLEY,
Editor.

DAVID EZEKIEL,
Advertising Manager.

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Written for the "Modern Merchant and Grocery World."

How Shall a Retailer Establish a Bank Connection So He Can Borrow Money to Take Discounts?

A Philadelphia Bank President Who is Also a Wholesale Grocer Supplies Some Valuable Information From Both Standpoints. What Bank Will Consider Before Loaning Money. Borrowing on Your Own Note.

My attention has been called to the article published in the "Modern Merchant and Grocery World" in its issue of May 24, 1915, signed by "M," especially to the statement: "If a merchant is worthy of credit, he should go to his bank and borrow money at 6 per cent. or less, discount his bills and save the difference as a profit." The writer also enumerated a few of the things that this merchant does, which, for the purpose of illustration are repeated:—

"That a merchant seldom makes a larger net profit than the cash discounts he receives."

"That 80 per cent. of the retail merchants do not discount."

"That they will buy any old thing and in any quantity, provided it is sold to them on sufficient time to meet their ideas."

"That he helps the widow and the husband out of work and hard up, crediting them for their purchases when the department stores would not think of such a thing, and is the poor man's friend."

"That he must be cautioned about handling goods, no matter what, that do not pay a living wage."

"That he sells goods frequently at a margin of 8 to 10 per cent. when it cost 17 to 18 per cent. to do business."

"That many of them do not succeed, but rather get poorer the more business they do."

If these charges be true, would it not naturally follow that, instead of being a desirable risk for the merchants from whom they purchased their supplies, or the banker from whom they would purchase credit, these things which are being done or left undone, are the red light signals that the alert man can read as plainly as a large electric sign can be read on a dark night?

Some one has truly said that "credit improperly extended is as destructive to commerce as sound credit is constructive." Is it not, therefore, true that a double responsibility rests upon the granting of credit; that the true student of this science should be highly commended for the withholding of credit from the inefficient and incompetent, thereby eliminating this class as competitors of the efficient and competent?

"One star different from another star in glory," so likewise is it with credit risks—each must be treated and analyzed as a unit.

It is presumed that any merchant, large or small, possessing marketable collateral, can secure from any bank where known a loan based on the value of the collateral which he holds. Listed stocks can be borrowed on to the extent of 80 per cent. of the market value and listed bonds 90 per cent. of their value. Building association stock is also frequently taken as collateral.

To enable a merchant to borrow on his own note many qualifications are necessary, some of which are as follows:—

That the borrower's character must be clean and his record for fair treatment of everyone is unquestionable.

The borrower should be well known to the bank, and the account should be satisfactory as to the average balance carried.

The borrower should be able to furnish a statement of assets and liabilities on some fixed date and continue to do this each year.

These statements should show that the borrower has the proper amount of quick assets compared with debt.

That the business is profitable and well established as shown by a comparison of the yearly statements.

That he should have sufficient capital of his own invested in the business, so that the loan should be of a temporary character, or, to use a banking term, to "help the borrower over the peak of the hill."

This reply to the "M" letter is written in the hope that it will stimulate the readers of the "Modern Merchant and Grocery World" to fix a definite time and take account of stock each year, and to ascertain whether they are making or losing; to keep their accounts so that they will know, for instance, how much it costs for rent, light, heat, selling, delivering, etc., and to keep an accurate account of sales both cash and credit; to know the percentage of expense to sales. Your readers will then be able to determine for themselves what articles pay the cost of doing business and those that do not. "Knowledge is power."

WILLIAM J. MONTGOMERY,
President Eighth National Bank and head of William Montgomery & Co., wholesale grocers.
Philadelphia, Pa., June 5, 1915.

How Some Jobbers Handle Specialty Orders.

President Balfe of Austin, Nichols & Co., Describes the Machinery of Filling Orders Taken From Retailers to be Shipped Through Jobbers. If Order is Large Enough It Will be Shipped Same Day as Received.

Each and every specialty order forwarded to this company, representing goods sold by specialty men that are handled by this concern, must have immediate attention and preference over all orders—this rule was established some time ago and is operative to-day.

All specialty orders are handled by a separate department. The system is as follows: The order is received through a specialty man or his representative and goes to the department that handles specialty orders. The party in charge can as a general proposition state at once if the order will be shipped, as our 'customers' names are before our different departments so often that they become familiar with the names and standing. If the department that handles specialty orders mentions that the order will be shipped at once, that is sufficient.

If there is any doubt in his mind he must refer the order to the credit department, where it is checked the same as any other order; not as a specialty order, but the same as an order sold by one of our representatives representing our own stock. The credit department then passe —or declines the order. In som cases the order is held up a day o two. It may be that we have stand ing orders from Mr. Smith or Mr Jones not to ship anything less tha one hundred pounds, and thes parties buying from us once o twice a week we always have some thing to add to their order. Th specialty order, in a case of thi kind, would be treated the same a our own, sent to the shipping floor and added to the party's next order

Where the party's credit is no sufficient the specialty representa tive is as a general propositio handed back the order without an comment, as we find from experi ence in the past that many specialt men would go right back to th customer and tell him that we d not want to execute the order o account of the credit. This is man ifestly unfair, not only to this hous but to any jobbing concern, and un less we know the specialty man w would not give any details. If i were a good friend we would tel him the exact situation, knowing that there would be no back-fir from it.

Any specialty order that is large enough to make a shipment will b positively shipped the day the order is received.

HARRY BALFE,
President Austin, Nichols & Co
New York, N. Y., June 10, 1915.

Local Chain Store Concern Embarrassed?

One of the lesser local chain-store concerns, though it is possessed of a considerable number of stores, is reported to be in financial difficulties. An informal meeting of its largest creditors has been held within the last few days, and several of the concern's checks have gone to protest within the last day or two. Its business has been supposed to be going down hill for several years.

Since the above was written some facts have been published, and there is no longer reason for withholding the fact that the concern referred to is the William Butler Co. A plan is on foot to sell the Butler stores to Robinson & Crawford and the James Bell Co. There are 125 Butler stores.

Going Faster — Growing Larger

Steam makes a train move.

More steam increases its speed.

Constantly a new volume of powerful "steam" (advertising) is adding to the momentum—making

GRAPE-NUTS

a Universal Food.

The appeal to health is the sound, everlasting foundation of its sale.

And this is promoted by constant national advertising, local sampling, demonstrating, etc., to give it added momentum.

This means a larger business, quick "turnover" and greater profits for grocers.

The Sale of Grape-Nuts is Guaranteed!

33

The manufacturer who invests hundreds of thousands of dollars every year in advertising some trade-marked brand, may not have thought about it in the beginning, but he has built a steel brace for himself that keeps his shoulders stiffly upright every minute of the time.

The least relaxation in quality, and in method, and down goes his investment.

This is the protection that consumers have when they buy nationally advertised products, and it's also the protection that *you* have when you sell them.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

Read These Examination Questions—How Many Can You Answer?

They Were Asked in the Spring Examination of the English Institute of Certified Grocers. Pay Particular Attention to the Bookkeeping Questions.

The "Modern Merchant and Grocery World" has been supplied as usual with a set of the examination questions used by the English Institute of Certified Grocers in the spring examination, just over. The number of candidates examined were 348, which was reduced on account of the war. Any applicant able to pass a fair percentage of the examination questions receives a diploma as a certificated grocer. The full list of questions was as follows:—

FIRST YEAR PAPER.

Section A.—Grocery.

Of the 12 questions set in "Grocery" and "Provisions," any six may be attempted, but not more than six, including at least one question in "Provisions."

1. Write down the names of Tea-growing countries in the order of the quantity of supplies from each, and also write a short note on the tea from any one country.

2. How would you test the value of a sample of raw coffee?

3. Describe the methods of preparation for the market of (a) currants; (b) Valencia raisins.

4. Give a description of canned apricots and of canned pineapples under the following headings: (a) Names of countries in which they are packed; (b) the various sizes of cans and the number of cans usually packed in the cases; (c) the various grades of quality.

5. (a) Name some of the chief cocoa growing countries; (b) describe the principal processes in manufacturing the raw cocoa bean into the cocoa of commerce.

6. Describe briefly any six of the varieties of sugar known by the following terms:—

Beet, raw, cane, maple, sorghum, jaggery, muscovado, molasses, centrifugals, foots, refined, castor, icing, pieces, glucose, invert, golden syrup, granulated, loaf, preserving.

PROVISIONS.

7. (a) Describe as fully as you can the following "cuts" of bacon: Cumberland cut, short clear back, square shoulder, Wiltshire cut. (b) What is the method of curing bacon which gives best results, and briefly describe it?

8. Name the three "cuts" from the foreleg of the pig, and state country of origin and how the "cuts" are packed.

9. State what you know about creamery and factory butter.

10. Write a short account of the manufacture of margarin, naming the principal raw materials.

11. (a) Under what conditions and with what precautions should cheese be stored? (b) When do Canadian and New Zealand cheese arrive in primest condition?

12. If your employer has ordered a case of eggs and instructed you to receive, enter and unpack them, what are the points to which you would give particular attention?

Section B.—Bookkeeping.

(Of the five questions set in "Bookkeeping," only three may be attempted.)

13. On which side of the cash book do you post (a) cash received; (b) checks paid away?

14. How would you deal with an item of discount on goods bought? Give an example showing the necsary entries.

15. Make cash book entries for the following four transactions of Samuel Spicer; open the necessary ledger accounts and post the entries from cash book to ledger: 1st Jan., Mrs. J. Smart pays her % for grocery, £2 11s. 6d. 3d Jan., drew and cashed checks for wages, £5 0s. 0d. 6th Jan., paid check to Crosse & Blackwell, Ltd., for goods had on credit, showing discount at the rate of 2½ per cent., £12 10s. 0d. 9th Jan., Samuel Spicer, personal drawing, £2 10s. 0d.

16. If you borrow £50 from Mr. John Barrow on Monday and repaid him on the following Saturday, plus interest at the rate of 10 per cent. per annum, what entries would you make in your cash book.

17. Why is the ledger the most important book kept in any business?

Section C.—Commercial Arithmetic.

(Of the five questions set in "Arithmetic," only three may be attempted, of which No. 22 must be one. Working must be shown, and the answers are required to the nearest farthing.)

18. What, in each case, is the percentage of gross profit on returns when butter (a) costs 96s. per cwt., and is sold at 1s. per lb.; and (b) costs 138s. per cwt. and is sold at 1s. 5d.

19. What is the simple interest on £149 5s. 6d. from 3d January, 1915, to 26th June, 1915, at 3¾ per cent. per annum?

20. A grocer buys raw coffee at 68s. per ewt., duty is 1½d. per lb. in addition. He roasts one cwt., which yields him 94 lbs. of roasted coffee. What does this coffee cost him per lb. when roasted?

21. Jam is bought as follows: 1 gross raspberry at 11s. 9d. per dozen, 3 dozen black currant at 10s. 9d. per dozen, 3 dozen plum at 8s. 3d. per dozen, and 6 only 7-lb. jars of apricots at 44s. 6d. per cwt. (7-lb. jars charged 4d. each extra); trade discount at 2½ per cent. Make out the invoice and show the net amount.

22. Make out the bill of the following order:—

1½ lbs. tea at 2s. 2d. per lb;. 6 ozs. coffee at 1s. 10d. per lb.; 3 lbs. sugar at 3¾d. per lb.; 7 lbs. jar plum jam at 3¼d. per lb. (jar 4d extra); 5 lbs. 7 ozs. bacon at 11½d. per lb.; 3 lbs. 5 ozs. cheese at 1s. 0½d. per lb.; 1 tin biscuits 6¾ lbs. at 8½d. per lb. (tin 8d. extra); 2 ozs. mace at 4s. 6d. per lb.; 2 dozen eggs at 9 for a 1s.; 7 lbs. soda at 4s. 6d. per cwt. Allow for 7 jars at 10d. dozen already returned.

Section D.—Knowledge of English.

Definite questions are not set under this heading, but the candidate's attention is drawn to the fact that extra marks will be awarded for correct spelling, punctuation, composition and answering the questions in clear language and logical order.

SECOND YEAR PAPER.

Section A.—Grocery.

(Of the six questions set in "grocery," only three may be attempted.)

1. (a) State the country of origin and leading characteristics of the following teas: Gunpowder, Oolong, Moning, Lapsang, Souchong, Darjeeling; (b) state the difference, if any, between the characteristics of Upper Assam tea and tea from Dooars.

2. (a) What points would you look for in buying raw coffee, viz.: Costa Rica, Mysore and Santos (Brazilian)? (b) What results in flavor are obtained in roasting a fine Costa Rica, pale, medium and high?

3. (a) Name the countries from which, in normal times, we receive beans used as food; and give some account of their comparative values. (b) Give a list of the grocery peas used in this country and state their comparative values.

4. State where and in what form sugar is grown and how it is refined.

5. (a) What part of the plant constitute the spice in each of the following varieties: cinnamon, cayenne pepper, ginger, mace, pimento, nutmegs, long pepper, cloves, mustard, tumeric? (b) How are nutmegs graded and what precisely is the difference between white and black pepper?

6. (a) When do we receive the new season's marmalade? (b) What factors govern the prices of this commodity? (c) How should you store a consignment of marmalade?

Provisions.

(Of the six questions set in "Provisions," only three may be attempted.)

7. A side of bacon weighs 63 lbs. and it costs 92s. per cwt.; show by a diagram how you would cut it into 13 pieces, giving estimated weight and price per lb. of each piece. What would you get for the whole to realize a clear profit of 12½ per cent. on returns? (State whether ready money or credit is catered for.)

8. (a) What is a three-quarter side, a short rib middle, a Manchester cut ham? (b) If a side costs 92s. per cwt. and the fore-end is worth 78s. per cwt. and the gammon 88s. per cwt., what is the middle worth?

9. Name the principal kinds of salt butter sold in your locality for summer and winter trade respectively, stating which country's produce you sell for first and second quality.

10. Give a short account of the advantages to the public and to the grocer of the sale of margarine in this country, and what would probably be the position of the butter market to-day were such an article as margarine unknown.

11. (a) Describe, briefly, but with all essentials, how one variety of English and one variety of Continental cheese is made. (b) In the importation of Gorgonzola what do you understand by the term "overland cheese" and what bearing has it on quality?

12. (a) Name the seven chief countries from which we usually import eggs. (b) How would you distinguish between fresh eggs and those preserved? (c) How many eggs are usually contained in Canadian and in Continental cases, and how are they packed to prevent breakage?

Section B.—Bookkeeping.

(Of the four questions set in "Bookkeeping," only two may be attempted.)

13. (a) Give an example of an account which you would expect to find in each of the following ledgers: (1) Personal ledger; (2) Private ledger; (3) Bought ledger; (4) Sales ledger; (b) Suppose the sales of your business amounted to £300 for the month of April, 1915, in what ledger, to what account, and on which side of the account would you post this total?

14. What is the difference between trade discount and cash discount? In what books would you expect to find these dealt with?

15. On the 5th April the proprietor of the business requested you to supply him with a trial balance, prepared as at 31st March, of the books you were keeping. What do you think his request meant, and how would you proceed, providing your books were kept up to date?

16. A memorandum handed you by the Cashier, after your absence from business on 5th January, contains the following details of money and checks received and paid away:

John Smith, check received £30. Mrs. Jones, check received £10; her account being only £8, I paid her £2 in cash. Miss Reynolds, received in cash £9, in settlement of her account, £9 4s. 7d., the balance being for empties returned. Mr. Biggs (proprietor) took £3 for expenses to town and spent it as follows: Fares, 3s. 7d.; purchases for business, £2 1s. 5d., saying he would retain the balance.

How would you record these entries in your cash book?

Section C.—Law.

(Of the four questions set in "Law," only two may be attemped.)

17. Under the Sale of Food and Drugs Act, under what conditions may compound articles of food, mixed with any matter or ingredient not injurious to health, be sold?

18. You have obtained judgment for the sum of £15 against a customer for goods ordered in July, 1914; what effect has the war on the enforcement of that judgment and what steps must you take before enforcing it?

19. In the event of breach of warranty on the sale of goods being proved, what is the measure of damage for such breach?

20. State shortly the effect of the Prevention of Corruption Act, 1906.

Section D.—Methods of Business.

(Of the four questions set in "Methods of Business," only two may be attempted.)

21. What system of checking would you adopt (a) in receiving goods (b) in returning empties?

22. What precautions would you take when receiving in payment, or cashing, a check (a) presented by a well-known customer; (b) by an occasional and little known customer?

23. You have decided to open business in either (a) a good-class residential neighborhood, or (b) market thoroughfare. State what steps you would take to make a successful start in one (not both) of these cases.

24. (a) Give a short description of the best methods of working up a coffee trade. (b) Is it advisable to roast coffee on the premises? Give reasons for and against.

WASHES AND BLUES AT ONE TIME NEEDS NO RUBBING

GUARANTEED HARMLESS LAUNDRY CRYSTALS

CHASE-O

MAKES THE CLOTHES CLEAN AND SWEET

MANUFACTURED BY CHASE-O MFG. Co. PHILADELPHIA. U. S. A.

Your Trade Wait for This, Brother

Chase-O is a laundry crystal that cuts the work of washing down about seventy-five per cent. The clothes are boiled with soap and a little **Chase-O** and the **Chase-O** does the work. Costs five cents.

Every woman is looking for some way of saving work. Get her once using **Chase-O** and she'll sell her china after that to get it.

Ask your jobber or ask us.

Chase-O Manufacturing Co.
45 South Front Street, Philadelphia, Pa.

The World's Greatest Slicer

MAKE NO MISTAKE—THE BEST IS THE CHEAPEST

Eliminates Waste Increases Profits Multiplies Sales

Endorsed by more than 70,000 satisfied users as the best investment.

No machine genuine without the picture and signature of Wm. A. Van Berkel. Every machine absolutely guaranteed.

U. S. Slicing Machine Co.

Write for free demonstration to

Charles Dapp, Sales Agent
1024 Arch St., Philadelphia

TRADE MARK LIBERTY BRAND REG

What Vogt Quality Means

The consummation of an ideal Quality in Pork and Beef Products

The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple

AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

oven-baked—and is all meat of the choicest kind, in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics, auto lunches, handy for breakfast, luncheon or night suppers. **90c** doz. to retailers, 2 doz. to case.

Ask Your Jobber

F. G. VOGT & SONS, Incorporated
30th and Race Streets, Philadelphia

Are *you* going to ask your customers to pay 70c. a pound for the same tea they have been buying for 60c.; or 60c. for 50c. tea; or 50c. for 40c. tea? Or *any* advance for *any* tea? Especially while there is

no advance to the jobber, the grocer or the consumer in the prices of

LIPTON'S TEA

Quality Unchanged, *of course*

No advance in prices on Lipton's Tea—that's the message that's going to the tea-buying public through advertising in national magazines and more than one hundred newspapers.

Your customers' tea tastes and price requirements are certain to be met in one of these ten blends of Lipton's Tea

Color of Label	DESCRIPTION OF BLEND	Price per lb.
Yellow	Black, Extra Choicest Blend of Ceylon and India Tea	0.70
Red	Black, Delicious Blend of Ceylon and India Tea	0.60
Pink	Black, Magnificent Blend of Ceylon and India Tea	0.50
Olive	Black and Green Mixed, Extra Choicest Blend	0.70
Gray	Black and Green Mixed, A Delicious Blend	0.60
Green	English Breakfast, Extra Choicest Blend	0.70
Blue	English Breakfast, A Delicious Blend	0.60
Salmon	Formosa Oolong, Extra Choicest Blend with Finest Ceylon and India Tea	0.70
Green	Formosa Oolong, Delicious Blend with Finest Ceylon and India Tea	0.60
Purple	Green, Extra Choicest Blend of Ceylon Green Tea	0.70

Push Lipton's Tea **NOW**, as always, because: first of all it's the best tea you can offer your customers, secondly, because it brings back to you not only good profits in money, but in good-will, appreciation and confidence.

We shall maintain our regular prices on Lipton's Tea as long as our great resources as the world's largest tea growers make it possible for us to do.

Thomas Lipton
TEA and COFFEE PLANTER, CEYLON.

NEW YORK LONDON INDIA CEYLON CHICAGO TORONTO

WITH THE EDITOR

Retail Merchants and Bank Credits.

It has many times been said that any retailer would find it profitable to borrow money from his bank at 6 per cent. and use it for taking his trade discounts, which will net in a year very much more than 6 per cent. A recent writer in this paper emphasized the great value of discounts to the merchant, in padding a profit which is not always adequate, and this issue presents an article by William J. Montgomery, who is president both of the Eighth National Bank and of William Montgomery & Co., wholesale grocers of Philadelphia. Mr. Montgomery tells as a bank president how a retailer can establish a bank credit and borrow money on his own note, and as a wholesale grocer he tells how the jobber views the retailer who does not take his discounts. The article is very interesting and very instructive.

The retailer who cannot borrow from his local bank is in a very humiliating position, for every local bank does all it can for local business enterprises, and something must be wrong with a retailer who is not considered worthy of trust and aid by the people that know him best. Many retailers could establish a bank credit if they would —they think it a step backward to borrow money. In this they are ridiculously wrong. It is a decided step *forward* to borrow money at 6 per cent. and make 18 or 20 per cent. with it. That is precisely what every bank in the United States is doing, but no bank makes as much out of borrowed money as a retailer can make out of it if he will take his discounts with it.

The retailer who would borrow money from his bank if he could, but who is not considered a good risk, ought not to rest until he removes that stigma from his financial reputation. A retailer who had had many hard knocks in his time told the writer that the proudest moment of his life was when the president of his local bank told him he would give him a line of credit up to $1,000. That showed him he had solid ground under his feet. No merchant needs to own real estate to get bank credit. Possibly as much money is loaned without any tangible security whatever as is loaned on solid collateral. A man's standing in the community, his reputation, are the chief factors in most loans; there is no excuse for a merchant not possessing these, or in not using them if he does possess them.

Who Can Answer This Question.

We have seldom seen a stronger argument for quantity prices than Walter A. Frey, Baltimore, Md., wholesale grocer, makes in this issue, nor a stronger argument against interfering with the right of a buyer who buys a quantity and can afford to sell cheaper than his competitor, to quote prices below those which must be made by the average seller. If a dealer, by the exercise of superior abilities or facilities, can undersell his competitor and live, it is pretty hard to see why his right to do it should be denied him.

There is no sane excuse for wanton price-cutting, and never has been. The dealer who slaps something down below cost, just to make a noise, is a pirate and a wildcat, and he ought to be treated like a pirate and a wildcat. We are against such price-cutting as that, first, last and all the time. But consider two retail competitors, selling side by side. One does $1,000 a week, buys close, discounts, sells only for cash and does not deliver. His goods, on the counter ready to go out, cost him a very substantial percentage less than the other man's, who does $350 a week, buys of one jobber because he is tied up with him, takes 30 to 90 days and never discounts, sells on credit and delivers. The first man is satisfied to get 25 per cent. for his profit and cost of doing business; the second man needs nearer 40. Is it after all, entirely fair to compel the first man to completely lose the advantage both in buying and selling, which he has created for himself? We frankly admit that we are not clear what the answer should be. It is pretty hard to deny the first man the benefits which he has won, but if you let him go ahead it means the death of the small man who cannot keep up. We leave the question where it was—unanswered.

Making a Hit With Customers.

We have just received a copy of a very interesting book on "Methods Followed in the Commercial Canning of Foods." It is issued by the United States Department of Agriculture, and contains among other interesting matter, something about the average consumer's delusions about the quality of canned goods, which delusions always increase the cost of living. We will reproduce what the department says and then make a suggestion:—

> There is a vast difference in canned foods, and as in many lines of commerce, the cheapest in price is often the most expensive. The can of water packed tomatoes, the green, hard pears, the handful of berries in a pint of water, or poor quality beans disguised with tomato dressing and offered at a low price, when measured by their food value are the highest. Goods which are strictly standard should give the best food value for the cost. Peas, corn, beans and tomatoes which are good field run, but which lack the uniformity and niceties which are necessary for the fancy article, will have all the nutritive properties and be just as palatable, but cost several cents per dozen less. There is much that is pure fad in the purchase of canned foods; the asparagus must be white and the fewest possible stalks in the can; the green is just as good and a medium number of stalks furnish a more edible product. The little peas are, naturally, the costly ones, for less than 5 per cent. are of that kind; the large ones are the better flavored and more nutritious, and one-third the cost. Similar examples might be sighted of a number of other products. Canned foods should be purchased by the dozen or case, straight or in mixed lots, rather than by single cans.
>
> In making a purchase of either the fresh or canned article, the smaller the quantity the higher the price; food bought by the single can costs more than if bought by the dozen cans or case, as does the half peck of apples compared with the bushel or barrel. Take, for example, a No. 3 and a No. 10 can of whole apples; the former usually retails for 10 cents and the latter for 25 to 30 cents. Those who can use the latter have a decided advantage, as it will contain between four and five times as much as the former.

Our suggestion is that a grocer can make the biggest kind of a hit with his customers by telling them these things. Telling them how they can save money and still get good goods, merely by cutting out the expensive fancy brands. Curing their costly delusions, in other words, about the food they buy—insisting on white asparagus instead of green is a good example. Telling them also that the single can purchase is the costliest known way to buy and that buying by the dozen will save them real money that they can count.

P. F. Brown & Co. Fail.

Well-known Wholesale Dealers in Butter and Eggs, and Owners of Gurnse Brand of Butter Go Into Bankruptcy, Receiver Appointed Who Hopes to Restore the Business.

The wholesale butter and egg house of P. F. Brown & Co., 41 S. Front street, Philadelphia, Herbert H. Brown being sole owner, is in financial difficulties, and a petition in bankruptcy was filed by three creditors on Thursday last. The creditors starting the proceeding were D. C. Bradley, whose claim is $1,774.47; S. V. Brown, $756.48, and C. J. Meir, $690.03. On Friday John S. Morris, a wholesale butter and egg man whose claim amounts to about $3,500, was appointed receiver. He will endeavor to restore the business to a profitable basis.

The affairs of Brown & Co. have been unsettled for several months, due it is said, to extravagant management. A very large business has been and is still being done in trade-marked brands, notably Gurnse butter and Milhen eggs. For the last several years the business has run from $1,000,000 to $2,000,000 yearly.

The liabilities will aggregate about $225,000. The firm contend that the assets will reach about $194,000, but it is doubtful if they yield more than half that.

Have You Noticed the Increased Call for Pettijohn's?

A few months ago we made Pettijohn's much richer in Bran.

Bran is Nature's Laxative.

Now these soft wheat flakes contain 25 per cent. bran.

We are advertising this food in a big way to customers and physicians. Everybody knows the need of it—every doctor advises it.

The increased business has overtaxed our capacity, but NOW WE CAN SUPPLY ALL PARTS OF THE COUNTRY.

If you have been unable to get Pettijohn's (the whole wheat with the bran) drop us a card. We will arrange to supply you.

The Quaker Oats Company

Chicago

The New York Letter

Appeal Court Says Tea Cannot be Forbidden Entry Into the Country Merely Because It Is Colored. Second Meeting Scheduled of Committee for Promotion of Retailers' Interests. Various Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

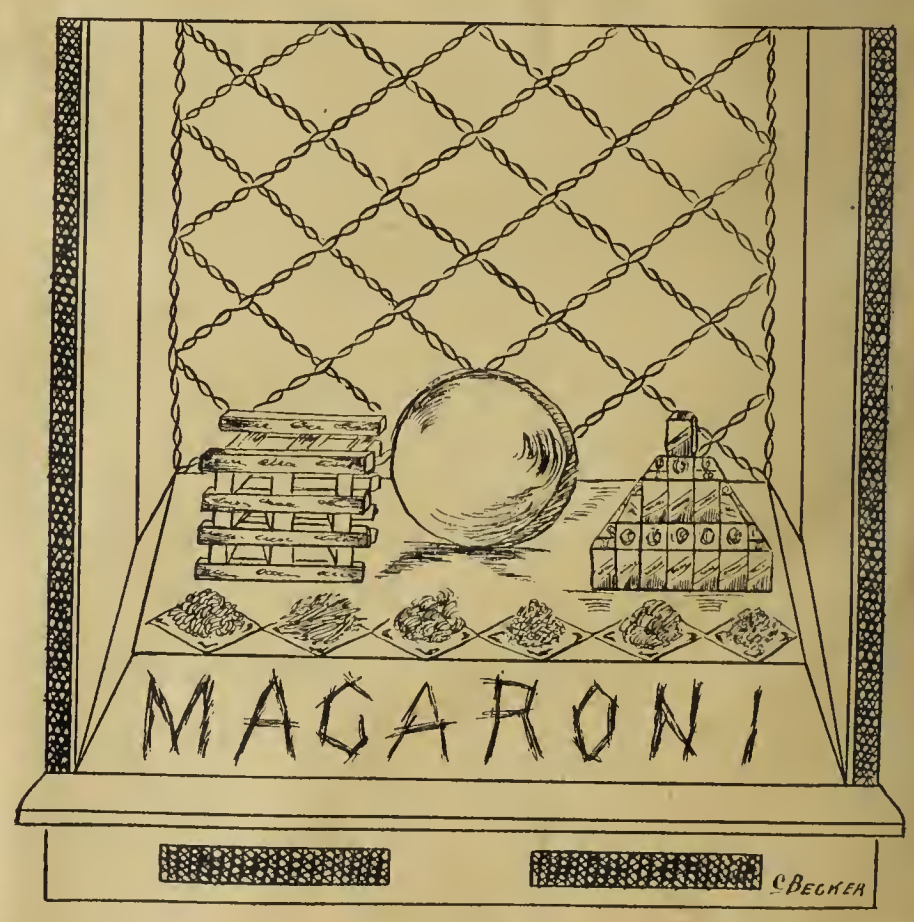
New York, N. Y.,
June 11, 1915.

Carter, Macey & Co., tea importers, have won their long continued fight against the United States Treasury regulation which provides for the exclusion of teas on the ground that they contain artificial coloring. The case has been pending in the courts here for several years, but the United States Circuit Court of Appeals has just handed down a decision reversing the lower courts. In the lower court Carter, Macey & Co. had brought suit against the General Appraisers for this district, asking for an injunction restraining those officers from using the so-called "Read" test in examining teas.

The Appeal Court's decision is that the Pure Tea Act of 1897 provides that imported teas shall be rejected only if they are below the Government's standard as to "purity, quality and fitness for consumption," and that obviously the Treasury Department has no right to exclude them for any other reason such as the presence of coloring. The court holds that the use of color in tea does not therefore bring the tea of itself below the Government standard as to "purity, quality and fitness for consumption," and for that reason tea cannot be excluded on that ground. A portion of the decision is considered important enough to reproduce:—

> Much testimony was taken and the District Court found that when complainants offered their tea for entry, the standard samples contained no coloring matter whatever, but did contain a far greater amount of other foreign substances than did complainants'. That the tea refused entry is worth in the open market nearly four times as much per pound as is the standard samples by which its acceptance or rejection was gauged. That the sole cause for rejecting the tea in question is that it showed coloring matter, to wit, Prussian blue, in proportion ranging from 9 to 19 parts of blue in a million of other and unobjected to elements. It is conceded by both sides that Prussian blue cannot be proved to produce any deleterious results; that it is found in the United States Pharmacopeia as a drug sometimes used for common purposes. A careful study of the testimony results in the conclusion that these findings of fact are entirely accurate.
>
> Manifestly Congress undertook to deal fully with the subject of tea importation. It provided for the creation of this Board of Tea Appeal; also for the adoption of physical standard samples; to the members of the board it confided the authority—and the sole authority—to determine whether samples of tea offered for entry are or are not inferior to the standards in the particulars specified. Congress, however, has specified carefully the particulars in which this inferiority must be found in order to reject the tea. The question to be answered upon every examination is: Are the teas of inferior purity, quality and fitness for consumption to such standards? Although the sentence is conjunctive, we think it may fairly be construed disjunctively, as providing that tea shall be prohibited which falls below the standard either in purity, in quality or in fitness for consumption.
>
> It is now contended for the Government that although the board may be satisfied that a certain lot of tea is fully equal, indeed superior, to the standard in purity, in quality and fitness for consumption, the board must nevertheless reject it if they find that it contains coloring or facing matter. It does not seem to us that the statute warrants such rejection unless the coloring matter plus other impurities makes the tea below standard in purity, or the coloring matter makes the tea below standard in quality, or the coloring matter makes the tea less fit for consumption than the standard. Within the field of investigation confined to them the board of examiners are the sole judges; but they have been given no authority to extend the field of investigation beyond the limits staked out by Congress. If Congress had intended that tea should be rejected because of coloring matter which was not sufficient in quantity or such in character as to bring it below standard in the three particulars specified, it must be presumed that Congress would have so stated in the act. We do not see that Buttfield vs. Stranahan, 92 U. S., 470, applies; that case held merely that the board was the final judge in its allotted field; it did not indicate that the board had any power to extend that field.
>
> The record shows that this tea is superior to standard in all three specified requirements. It also shows that, nevertheless, it will be rejected as soon as the board examines it, because of a fourth unspecified requirement. The members of the board are appointed by the secretary, who has the power to remove them; it is not disputed that they will act in conformity to the requirements he has prescribed for their guidance in Regulations 22 and 23. Indeed, upon inquiry as to the issue by the district judge, counsel for the government conceded that it was the intention of the officers of the Government "to keep out all tea that has any coloring matter in it, no matter whether such matter was put into it, so far as the observer can discover, for the purpose of coloring it or not, or whether it is mere carelessness or accident." Also that teas will be rejected "if the said teas are found to contain matters adapted for use as coloring or facing of any kind or in any quantity, irrespective or whether the same is or is not used or applied so as to conceal danger or inferiority."
>
> If the Government officers have no authority to reject teas, superior to the standard in all the requirements specified by law, such rejection would be an invasion of the rights of complainants, who, relying on the statute, have brought to this country teas which the statute advised them they could enter. This is no academic construction of a statute in advance of its application; we are dealing with a concrete case; the teas have been bought, and brought here at large expense in reliance upon the statute, they have been once rejected, and unless the injunction be granted they will inevitably be again rejected, with the result that they must be removed from the country or destroyed. There is no ground for the contention that the application is premature on the theory that non constat what is shown the board may finally admit the teas; the record establishes the converse of this proposition. Time will be saved and loss reduced by now enjoining a threatened injury if the action which is threatened is without authority of law. Merritt vs. Walsh, 104 U. S., 849; Philadelphia Co. vs. Stimson, 233 U. S., 605; Williams vs. Matthews, F. R.; Vicksburg vs. Waterworks Co. vs. Vicksburg, 185, U. S., 65.
>
> As to the so-called Read test, we do not think it necessary to discuss the question whether such a method of investigation may or may not be properly described as "chemical." To the board exclusively is left the determination of the question whether offered teas are equal to the standards in purity, quality or fitness for consumption; whatever means they may adopt to satisfy themselves as to the degree of purity or quality or of fitness it would seem they may use; but in applying the information obtained by such use to the question, "Shall this tea be admitted or rejected?" they must follow the directions only of the statute and of such regulations as are not inconsistent with the statute. That they intend to follow the directions of Regulations 22 and 23 is undisputed. In our

Weekly Window Display Suggestions



Macaroni Display.

This window display is quite effective if Italian colors are used. First run a slant of boards from boxes down the front and sides of the window and cover just the slants with green crepe paper. Cover the platform with white crepe paper. Now on the front slant make the word "Macaroni" from the long kind. Along the front platform place several little white napkins, with a different kind of macaroni on each. At each side toward the rear, build a neat pile of long and elbow macaroni and in the center place a large skinned cheese. Cover the rear wall of the window with three-inch squares of twisted strips of red crepe paper and thus make the third color. Regulate the size of the square of paper according to the size of the window.

F. A. Ferris & Company

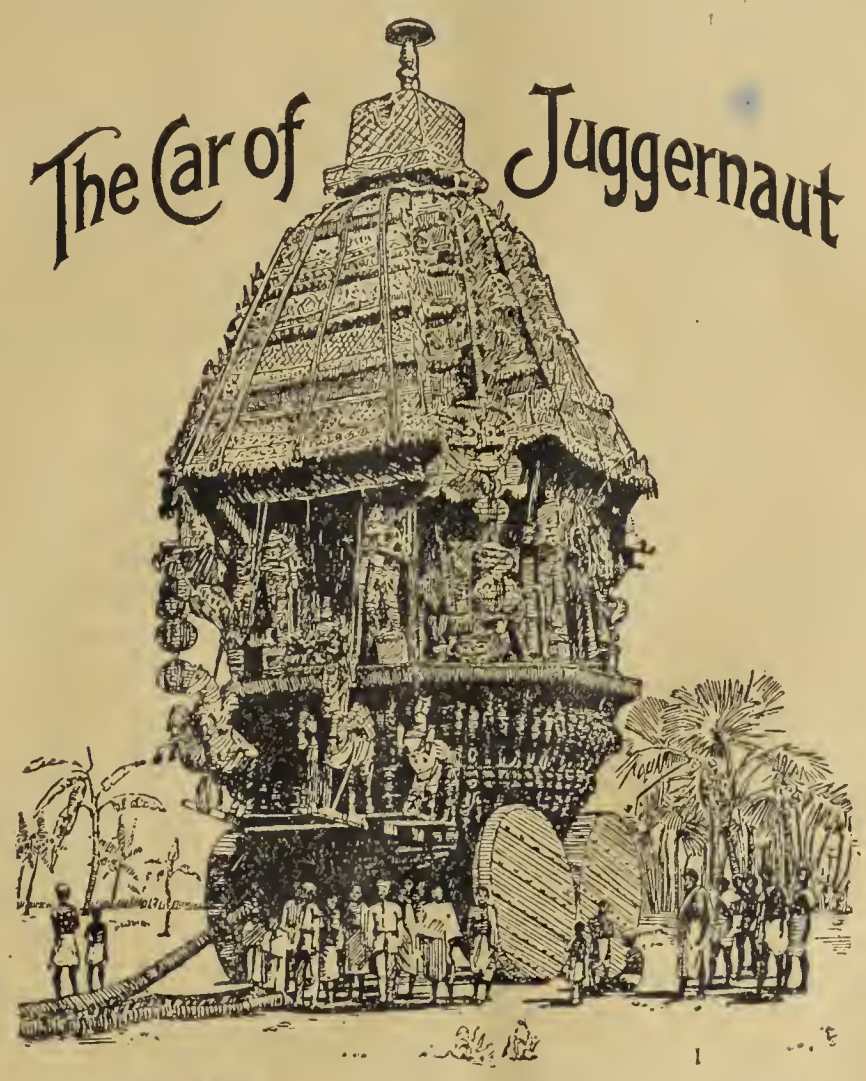
262, 264, 266, 268, 270 and 272 Mott St., New York

OUR NEW DEPARTURE IN ADVERTISING

JUNE LETTER—To Progressive, Experienced, Well-Principled Grocers

OUR GOOD FRIENDS:

Half a century ago New England Boys heard tales from far-off India of an Idol representing the Heathen God Vishnu. This Idol Juggernaut had a Temple in one of the Holy Cities. To his Shrine came every year a hundred thousand Pilgrims. Once a year this armless Juggernaut was placed on a huge car sixty feet high mounted on wooden wheels seven feet in diameter, while three thousand men, tugging the great ropes, after many relays, drew the car through the sand a three days' journey of agony to his Country House, only a mile away. The tragic story was that men were thrown under the wheels and crushed to a pulpy mass, so that the track was marked hideously by blood-jellied humans. Here is a picture of the car which survives to this day.



SIXTY FEET HIGH, USED FOR THE BRAHMA FESTIVAL, CONJEVERAM.
(DRAWN BY THREE THOUSAND MEN.)

WHAT'S THE MATTER

Fiction may be somewhat some tale recalled above, but abroad in our land in the Busi-

WHAT'S THE MATTER

How will **Competition by** the bloody march of the Car of it. To get the other fellow's doesn't increase total consump-per Barrel and the Vishnu Man loaf more?

JUGGERNAUT means to out of him. So Hellish Greed Devil. (Do you note the illuminating the neighboring phurous vocabulary and we may

WITH BUSINESS?

woven with fact in the grue-is there not a Juggernaut Car ness World?

WITH BUSINESS?

Cutting Prices compare with of Juggernaut? Note the Cause Customers! In the long run it tion. If Flour is selling at $6 cuts it to $5.75, who eats one

squeeze the other man's trade turns the Price Cutter into a Rev. Mr. Sunday has been City of Paterson with his sul-have caught a bit of his style.)

WHAT, THEN, IS THE CAUSE OF PRICE CUTTING?

1. Pure human greed.
2. The curse of it. It turns a decent Merchant into a devil.
3. It changes consumers into Bargain Seeking Wolves.
4. It snatches away the work and reputation of years.
5. It makes "How Cheap" the test instead of "How Good."

"Oh yes, we keep fine goods if customers ask for them, but we show these bargains first." That's the present policy of a once leading New England Grocer. What has he gained? What has he lost?

THE CURE FOR IT.—A Manlier Heart; better ground for Self Respect. Inside Housecleaning. Is not Price Cutting simply Business Piracy? Not all men are willing to be Pirates. Judge Gary faced about a few years ago and in an after-dinner speech he said: "I have done or permitted to be done some things because business generally was done that way. I shall not do it again." Judge Gary was a new man. Which of the two Judge Garys has our respect?

The Sales Manager of a great Concern told us frankly: "For fifteen years I was out on the war path to sell my Goods. I was ready for any old Pirate trick to take the order away from the other Concerns, but do you know I have changed my mind. I really see the other fellow has some rights which I want to respect." A fine transformation that, from a Devil to a Man. (Reverend Billy generally hits his nails on the head and that's what we are driving at now. Did you hear anything strike?)

A few years ago a thousand men were called together to attend the funeral of a multi-millionaire, who had come up from the ranks; his business policy had been to crush out everybody else. There were flowers galore, a splendid paid Quartette sang "Jesus, lover of my soul," "Nearer my God to Thee," "Peace, perfect Peace." We asked one of the delegates shortly after "How many men of this Country cursed that man's memory when they heard of his death?" "More than ten thousand," said he. Now fancy through all those funeral services, coming the reverberation as from an Oratorio—a chorus of deep basses in this undertone of cursing. Was it not enough to make the dead man turn in his coffin?

The Rocky Mountain News, a short time ago, speaking of a man who had just departed after amassing a great fortune in the development of mines and the practical working of them, spoke of his manner of life and said, "He walked into his great wealth over no man's grave." Bravo!

One of the oldest incidents in the written history of the race tells us of the first Murderer. And when he had done him to death, a voice spoke in his soul, "Where is Abel, thy Brother?" The first Murderer replied, "Am I my brother's keeper?" But the voice that had to be heard insisted, "What hast thou done? Thou art cursed." Do curses, like chickens, come home to roost?

The Merchants of our Country have been for ten years in the vortex of Devilish Competition, what do you say for ten years of Manly Merchantly Co-operation? Which of these axioms do you like best?

1. **Do** the other fellow before he has a chance to **do** you. 2. Live and let live. 3. Live and help the other fellow live.

Great efforts have been made to bring about a consolidation of various branches in the business world. There are State and even National organizations of Bankers, Chambers of Commerce, Wholesalers, Retailers, Manufacturers, Insurance Men, Cotton Growers, etc. But this must spread down to the privates in each line, to each Banker, Manufacturer, Merchant, Planter, until he stands for all in standing for himself. What do you say for this motto: "NOT COMPETITION, BUT CO-OPERATION"?

Brother Sunday, will you close this session? "To hell with price cutting. Amen."

Summer trade is opening. Let us help you to a true, manly merchantly success in placing the Ferris Delicious Trade Mark Hams and Boneless Breakfast Bacon in all your families who appreciate a good thing. That "Irresistible Flavor" wins to-day.

Awaiting your orders, we remain,

With all good wishes, In sincerity your friends,

F. A. FERRIS & COMPANY.

And how does our June Letter strike you?

One Way to Meet Economy Stores

In these days of Economy and chain stores, you've got to buy of first hands, and not through salesmen, whenever you can. Buying of second hands, and through salesmen, runs up the price, and you can't have the price run up on you when you're up against the competition you're up against now.

We're talking about **Coffee** especially. When you buy **Coffee** of us, you buy of the importer, and you don't pay salesmen's salaries, for we don't use salesmen. We can sell **Coffee** cheaper than ordinary houses selling by salesmen, and we do. If you don't believe that, send us a sample to match.

DURYEE & BARWISE
Roasters and Packers Teas and Coffees
533 Greenwich St., NEW YORK
ESTABLISHED 1897

RICE

IMPERATOR
Most
Pure
Economical
Reliable
And
Tasteful of
Of
Rices

D. S. & H. CRAIG, Inc.
PHILADELPHIA, PA.

opinion these regulations are inconsistent with the statute, because they undertake to direct the board to reject tea which contains any coloring matter, although the board may be convinced as the result of all the tests they apply that the coloring matter is present in such harmless quantities that the tea is not inferior to the statutory standards in purity, quality or fitness for for consumption.

The decree is reversed and cause remitted, with instructions to decree in conformity with this opinion.

* * *

Another meeting of the Committee for the Promotion of the Interests of Retail Merchants which was appointed at a mass meeting of retailers in this city several months ago has been called for June 24th. Delegates from all of the local organizations have been invited to attend and a comprehensive discussion will be held on general trade conditions, particularly the Stevens bill and price maintenance. The following statement of intentions is taken from the call for the meeting:

While the delegates at this meeting will adopt definite regulations for the new organization, your committee will offer suggestions that have been approved after careful consideration. The tentative objects of the organization are as follows:—

To foster and advance the interests of those engaged in the retail business.

To regulate and reform abuses existing therein.

To exchange suggestions, ideas and methods.

To promote uniformity in trade practices.

To protect against unfair competition.

To see that protests are entered preventing the passing of laws hampering fair trade conditions, and introducing of such laws that may benefit the general public as well as the dealers, and take up such other conditions arising and threatening the existence of the dealer.

The call is signed by William C. Anderson, representing the Independent Retail Druggists, chairman; L. Berger, J. G. Bremner, of the Eastern Talking Machine Dealers; J. M. Kohlmeier, of the Hardware and Supply Dealers' Association of Manhattan and the Bronx, and Nicholas Ehrlich, of the Independent Retail Tobacconists' Association of America.

* * *

Announcement was made during the week that the General Chemical Co., under the direction of Frederick W. Nash, formerly of Arbuckle Brothers, and at one time with B. Fischer & Co., would enter the food manufacturing field and would manufacture a number of specialties, the nature of which has not yet been disclosed.

* * *

Bearing upon the present vogue of automobiles and everything that is connected with them is an advertisement which appeared in the commercial papers here of Thursday of the General Rubber Co., which advertised as a matter of public interest that it had sold $9,000,000 worth of new bonds. The General Rubber Co. is a crude rubber organization which supplies to the United States Rubber Co. and its subsidiaries.

Summarized Market Conditions.

Tea firm as to low grades. Fairly steady as to better grades. Trade much interested in the court decision on exclusion of tea for coloring.—Coffee still somewhat du and heavy with occasional litt spurts of firmness.—Sugar u changed with some sales of raws a shade off.—Future Orego prunes offered at low prices. San Clara futures dull and unchange with price in buyer's favor. Sp prunes firm and higher. Oth dried fruits dull and unchanged.- Canned tomatoes somewhat firme Other canned goods unchanged.- Wheat somewhat weaker on a count of enormous crop report with considerable fluctuations fro time to time.—Flour moderatel active at prices which show a sub stantial reduction from the top.

New Chain Store Concern Promises 850 Stores

Eight Hundred Will Have an Investment of $4,000 and th Balance an Investment of $6,000. All Will be Genera Stores. Headquarters in Chicago. Company Incorpo rates With $20,000,000 Capital.

Another chain-store scheme now rises above the horizon—the Pugh-Lundin Co., of Chicago, Ill., which proposes to establish eight hundred and fifty general stores throughout the country. Of these, fifty will each have $6,000 invested in stock and fixtures and the balance will have $4,000 invested. The headquarters of the concern are at 944 First National Bank Building, Chicago, and the officers are James A. Pugh, president; Frederick Lundin, vice-president, and E. A. Carlson, secretary and treasurer.

The company is incorporated under Illinois laws, charter having been issued in March, 1915, capital stock $20,000,000. Preferred stock is $10,000,000 and common stock $10,000,000. A majority of the common stock is said to be subscribed and paid in.

The preferred stock ($10,000,000) is being offered for sale with a provision that the proceeds are not to be used until at least fifty chain stores are organized. The company's plan includes the establishment of fifty stores with stock and fixtures of $6,000 each and 800 stores with an average investment of $4,000.

The concern gives out a statement which appears to show that when all the stores are established, it will be worth about $10,000,000. The stores are to be operated as chain with headquarters in quarter now occupied by Lundin & Co., 36 E. Illinois St., Chicago, which i said to be the largest mercantil building in the United States James A. Pugh, the president, i the president of the Pugh Termina Warehouse Co. and formerly wa president of the Railway Termina Co. He was also president of th Chicago Lighterage Co., whic company went into hands of a re ceiver and reorganized with new officers. Prior to 1902 he repre sented German glass dealers in Chi cago.

Frederick Lundin was formerly a partner in Lundin Bros. in 1888, o Chicago avenue, in milk trade which was discontinued soon after and in 1889 they opened at 244 Kinzie street as Lundin & Co., manufacturing syrup, which business developed into mail-order line covering general merchandise. Since 1909 Frederick Lundin conducted the business alone until he became interested in the present corporation of Lundin & Co.

E. A. Carlson was formerly connected with Stromberg, Carlson Co., one of the principal stockholders. He is said to be a prominent figure politically and in business and club circles.

To the merchant

—Who Is Discouraged.

—Who Finds His Sales Falling Off.

—Who Has to Meet the Big Mail Order Competition.

THE *Sperry* SYSTEM of National Service

Offers a means to better things

To—

Renewed Confidence

Increased Sales

Drawing power which will enable him to laugh at the big catalog house competition

The *Sperry* system of profit sharing, through the use of the Famous S. H. Green Trading Stamp and the **Hamilton** Coupon has lifted thousands of retail merchants out of the Slough of Despond.

It Can Do the Same for You

The Sperry & Hutchinson Co.

2 W. 45th Street NEW YORK CITY

George B. Caldwell, President

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK

Girard Avenue and Third Street

PHILADELPHIA

Read This If You Want a Strong Defense of Price-Cutting and Quantity Prices

Walter A. Frey, President of the Baltimore, Md., Wholesale Grocery House Who Recently Sued Two Manufacturers for Refusing to Sell It Because of Cutting, Issues Statement Which in Some Respects is Pretty Hard to Answer.

In a recent issue appeared the report of a suit brought by Frey & Son, Baltimore, Md., wholesale grocers, against two manufacturers of proprietary brands, on the ground that the latter had refused to sell their products to Frey & Son, or to allow the trade to sell to them. Frey & Son believe in their right to cut prices, and do not believe a manufacturer has or should have the right to fix the price at which a jobber or retailer shall resell his goods. In support of their attitude on the subject they have issued over the name of Walter A. Frey, the president, a statement which appears to be about as carefully prepared a defense of price-cutting and quantity prices as we have seen. A part of it is as follows:—

Some dealers may not sell as much as others. There are always some slow and lazy dealers, who stand by and let the energetic ones take their trade away. But the total consumption of a trade-marked article will be greater through the co-operation of manufacturer and dealer than by the method of price maintenance. Price maintenance practically amounts to nothing more or less than holding the umbrella over the head of the merchant who is too lazy or "dumb" to hustle for business, but who only desires to keep a shop to hand out the goods his trade wants, caring not about the size of the business he does, as long as he makes a fair living. Such a merchant rests secure in the knowledge that the manufacturer will be his guardian angel and will not permit his competitor to attract any of his trade away from him by selling goods cheaper than he does, regardless of whether his competitor works harder, does business at a lower operating cost, sells for cash or does any or all of the numerous things that enable some merchants to offer goods at more attractive prices than those who either have not the inclination or ability to do those things.

I believe in the principal of volume of sales instead of percentage of profit. This is the age of big business conducted at such a low operating cost as to enable me to sell goods at a lower percentage of profit over cost than my competitor. I believe I am entitled to such benefits. The percentage of profit that I must secure on each article will vary according to the quantity of the goods I can sell. On the well-advertised brands, for which there is a big sale, the percentage of profit will be much less than on the poorly advertised article. The capital invested is turned over much more frequently and the total profit on the well-advertised article will be much greater at the end of the year's business than on the poorly advertised goods.

Consequently, is not the dealer merely displaying good business judgment by selling an article at 24 per cent. profit, when he can sell twice as much of it as he can of the article on which he makes a profit of 39 per cent.? And has he not undoubtedly been a good friend of the manufacturer if he has enabled the public to buy $1,000 worth of the manufacturer's goods for $890, thus enabling the public to purchase $110 worth more of the goods than they otherwise could?

The manufacturer makes the profit on this added business through absolutely no efforts of his own.

Why should not the retailer, who pays cash for his goods and hauls them on his own horse and wagon—the cost of maintaining which he pays—have a right to secure his goods at a lower cost than the retailer who has the jobber's salesman call for the order, then has it delivered on the jobber's wagon and takes 30 or 60 days to pay for the goods?

Should not the latter retailer be expected to pay a sufficiently higher price for his goods than the former, to justify the jobber paying the salesman's salary and expenses, the cost of the delivery and the expense of carrying the account?

Likewise, should not the jobber doing business in the former manner have the right to sell at a lower price than the one doing business on the latter plan?

Would not the giving of the right to fix the resale price of goods act as an absolute check on any ambitious jobber who may desire to build up a large business?

Would it not amount practically to saying to any one about to engage in the jobbing business: "Yes, you can get into the jobbing business if there is enough room left for you in your immediate territory. But you can't expect to get very big, for you can only sell goods within a fixed radius, inasmuch as the freight rate from the other jobbing points is less than from your point, and the trade naturally will not buy from you. And you know we won't let you sell any cheaper than the jobbers there or we won't supply you, regardless of the fact that you buy carlots and thus buy cheaper than they do."

What incentive would there be to go into business under such conditions? Where would our country be if such practices had always been in force?

Where would there be a greater exhibition of actual restraint of trade?

What would be the future if the courts legalized and allowed such practices?

We would soon see formed the most gigantic trust yet dreamed of. The "manufacturers' trust," formed by the consolidation of the leading manufacturers of branded articles, which, backed by the enormous wealth thus brought together, would be enabled to dictate and direct the business of the entire country, in so far as concerns the distribution of branded manufactured products?

Competition could be stifled and the public forced to pay tribute to a few in a manner never before heard of.

Let us use an illustration that the firm of Smith & Co. is manufacturing a soap on which they will place a selling price of $3.40 f. o. b. factory in carload lots, containing 500 boxes.

We presume everyone will grant that it will cost Smith & Co. more to handle the car of soap if sold in two orders than in one lot.

If sold in one lot the car will no doubt be loaded at the factory, making no cost of drayage, whereas, if it is shipped in two lots, it would mean two less-than-carload shipments, which usually means the drayage of the goods to the freight station.

In addition, the cost of handling the soap will be less, as the carlot will be loaded in the warehouse, whereas the less-than-car-lots must usually be loaded on drays in a costlier fashion.

Again, there will be more clerical work, two credit risks instead of one, and more selling expense.

It is, therefore, reasonable to say that the party buying less-than-carlots should pay more than the party who purchases in carlots.

The difference in cost will likewise exist between the party buying half a car and the party buying, say, 100 boxes, and so on down to the one-box buyer.

Why, then, should not Smith & Co. sell their goods on a scale of prices? As an illustration, we might use the following:—

Carlots	$3.40 f. o. b. factory
250-box lots....	3.50 f. o. b. factory
100-box lots....	3.60 f. o. b. factory
50-box lots....	3.70 f. o. b. factory
25-box lots....	3.80 f. o. b. factory
10-box lots....	4.00 f. o. b. factory
5-box lots....	4.10 f. o. b. factory
1-box lots....	4.25 f. o. b. factory

On this scale of prices Smith & Co. can offer their products to any one who wants to buy them without showing discrimination to any one.

If the one-box buyer does not want to pay $4.25 for the soap, he will, no doubt, easily find a dealer who buys a larger quantity and who will be glad to sell him at less. In this event Smith & Co. will still get the sale, but getting it in increased business from the larger buyer and at just as much profit to themselves if their scale of selling prices is properly arranged. This will apply right down the line, between the different grades of buyers.

Someone will argue that the large stores will be able to drive the small retailer out of business if this plan were generally followed. On the contrary, the small dealer would be benefited, for the larger jobbers, buying the maximum quantity, would be in a position to sell the goods to the retailer at a price at which he could compete with the chain and department stores, owing to the retailer's low cost of operat-

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?

Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Mr. Merchant: here is the opportunity you have been looking for. The UNITED Profit-Sharing Plan gives you part of the Manufacturers' Advertising Appropriation to spend in your own store.

How often have you said to the sales representative of some big house, "Why can't I get some of this money you are spending for advertising?"

Here is the answer to your question:

By adopting the United Profit-Sharing Plan and packing United Profit-Sharing Coupons with their goods, manufacturers of

ADVERTISED MERCHANDISE

Goods popularized by consistent use of liberal Magazine and Newspaper Space, Bill Boards and Street Car Displays

are now sharing their advertising appropriations directly with **YOU!**

Profit-Sharing is the new idea for helping you win home trade in your own neighborhood.

You cannot afford to overlook the benefit of this plan

It costs you nothing.
It does not detract from the quality of the goods.
It is the manufacturer's way of reaching your customers through you.
It keeps trade coming back again.

Over fifty-two per cent. of the really profitable business which you ought to be getting to-day is going to mail-order and wagon merchants!

You know this, Mr. Merchant. That's why you ought to welcome any force which will switch this business back to you, where it belongs.

It costs money to advertise, and advertising is very effective; but United Coupons are most effective as the clincher of all advertising and link all advertising to your store, because they go to the people who want them. They advertise YOU in your home town and brand your store as being up-to-date and progressive.

PEOPLE WANT GOODS CONTAINING

Make yours the store the people want to trade at

UNITED
PROFIT-SHARING
COUPONS

Sell the people the goods they want to buy

Write us to-day for list of Profit-Sharing Goods and get your name on our list to receive the latest news about these valuable coupons and how they will help you to win more trade.

United Profit-Sharing Corporation

44 West 18th Street, New York City

ing expense as compared to their high cost.

Being able continually to compete with the "big fellows" on all lines, the small dealer could hold his trade and prevent them from securing sufficient business to be in a position to purchase the maximum quantity.

Jars, Washboards, Kettles all Higher.

Increasing Cost of Zinc are Reason and Advances in Other Ingredients Help.

Three standard household specialties handled by grocers and general storekeepers have sharply advanced, by reason of the war and other things, within the last few days.

First, Mason jars. These opened the season phenomenally low—$3.53 per gross of quarts. To-day they are quoted around $5, largely because of the advance in zinc caps. They were about $1 but are now $1.75. Some of the ingredients of the glass which makes the jars have also advanced.

Jars opened the season on the lowest basis ever known, due to extreme competition between the makers. Last year prices opened about 75 cents higher.

The advance in zinc has also affected washboards, which have advanced 50 to 60 per cent. One special brand of boards has advanced from $5 per dozen up to $10.50.

Galvanized kettles, on account of the advance in spelter are up several cents, or about 60 per cent. Spelter has advanced from 5 to 20 cents per pound.

Mail Order House Pays 5 Cents Each for Consumers' Names.

The mail order house of Montgomery Ward & Co. is offering to pay 5 cents for consumers' names. The following letter has recently been sent to various people all over the country:—

Chicago, May 24, 1915.

Gentlemen:—We would like to get the names and, if possible, the city addresses of people who own summer cottages and who bring their families to your locality for the summer.

We will pay you 5 cents for every name you give us. It will only take a few minutes to write 20 names, and in that time you can earn $1. Even though you only write a name a minute you are making money at the rate of $3 an hour.

All that you need to do is to turn this letter over, write the names and addresses on the back, giving the city addresses, wherever possible, and send it back to us in the inclosed stamped envelope. We will forward you our treasurer's draft for the amount due you.

At the same time you send in the names you can let us know whether or not you have a copy of our big catalogue. If you have not, we should like to send you one. You can save money by buying from it.

A reply at your earliest convenience will be greatly appreciated.

Yours very truly,

MONTGOMERY WARD & Co.

This, For Your Farmer Trade.

You, who are constantly receiving eggs, can save yourself much annoyance and increase the quantity of eggs your farmer trade brings you if you will sell them the "Humpty Dumpty" folding egg crate, made by the Cummer Mfg. Co., of Cadillac, Mich. This is the original folding egg crate, made in sizes to hold from three to thirty dozen. Your jobber will supply you.—Advt.

The Week's One-Time Ads.

Here's a chance that doesn't often come to you fellows. The Crane Mfg. Co., of Galesburg, Ill., will send anybody who is responsible one of their waste paper balers on ten days' free trial. All you have to do is to write them a letter and say that you'll use it for ten days. If at the end of that time you don't want it, send it back. If you do want it, you send them $15.50. You'll want it all right, if you try it ten days. When you see how it cleans up your place and fixes up your waste so you can actually *sell* it, you couldn't be hired to send it back. This Crane baler is one of the best in the United States—you can't get any better and the ten days' free trial business ought to get you sure.

—

Well, Friends and Fellow Citizens, the Ferris people are in this week with another of those talks about price-cutting. It's their "June letter to progressive, experienced, well-principled grocers." That's us—all and every one, so listen. When I first saw these peculiar ads. the Ferris people are using, they didn't look good to me at all. I'd been brought up on the old style advertising that talks about goods and prices. But when you read what they have to say in these ads., why you find yourself looking for the next. There's meat in them—real good strong meat. And the point is right here—it comes to you when you read. You feel that any concern that has ideas like that on the big things of business must be pretty near all right. And Ferris & Co. are, too. Their Ferris Hams and Bacon are sure cut out to get the fine trade and hold it. Why don't you get samples and see if I'm lying about it?

JIMMY MANDER.

Where to Get Premium Goods

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Advertising Novelties.

A. C. Bosselman & Co., 1 E. Thirteenth St., New York City.

R. M. Doernberger, 115-117 Park Row, New York City. (13)

Advertising Novelty Co., Newton, Iowa. (6)

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (10)

Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (10)

American Aluminum Mfg. Co., Lemont, Ill.

Buckeye Aluminum Co., Wooster, Ohio. (26)

Lafayette Stamping and Enameling Co., Lafayette, Ohio. (13)

Republic Stamping and Enameling Co., Canton, Ohio.

The Vinton Co., Central Building, Portland, Ore.

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

Dishes.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

Egg Separators, Strainers, Pancake Turners.

Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

French Ivory Premium Articles.

Yale Novelty Co., Leominster, Mass.

Games.

J. W. Hance Foundry Co., Waterville, Ohio.

Wm. Fuld, 1226 W. Central Ave., Baltimore, Md.

Glassware Novelties.

Jeannette Glass Co., Jeannette, Pa.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.

Kitchen Spec. Mfg. Co., Reading, Pa. (22)

Wachusett Specialty Co., Worcester, Mass.

Ice Picks and Tongs.

Wm. P. Perkins, 118 Nassau St., New York City.

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (20)

Geo. W. Dover Co., 79 Ship St., Providence, R. I.

Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.

Fray Jewelry Co., 9 Federal St., Providence, R. I. (10)

Nail Files, Puzzles, Key Rings.

Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.

Souvenir Lead Pencil Co., Cedar Rapids, Iowa.

J. Ullrich & Co., 27 Thames St., New York City.

Post Cards, Etc.

E. C. Kropp Co., Milwaukee, Wis. (Special post cards made to order.)

Mail Dealers' Wholesale House, Chicago, Ill. (10)

Premiums.

Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.

F. E. Wilson Mfg. Co., Lancaster, Ohio.

Rugs.

Edw. H. Condon, Stonington, Me.

Rulers—Steel and Wood. Yardsticks.

Wm. P. Perkins, 118 Nassau St., New York City.

Shears.

Atlas Shear Co., Bridgeport, Conn.

Toilet Sets (Brush, Comb and Mirror; Manicure; Shaving).

Ellis & Golterman, Inc., 122 W. Twenty-seventh St., New York City.

Umbrellas.

Frankford Bros., 906 Filbert St., Philadelphia.

Wire and Metal Goods Novelties.

E. A. Bulman Mfg. Co., Grand Rapids, Mich.

Rockwell-Clough Co., Alton, N. H.

What Are You Doing About the $175 Lipton Window Dressing Contest— Aren't You Going In It?

Why not send us a postal *to-day* saying that you will enter the $175 window dressing contest on **Lipton's Tea?** You can't go wrong—you merely make a window display of an article which you doubtless keep in stock—and you may win a good slice of $175.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best - - - -	**$75**
For the Second - - - -	**$50**
For the Third - - - -	**$25**
For the Fourth - - - -	**$15**
For the Fifth - - - -	**$10**

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

The Grocery Markets

Tea.

The tea market has shown no change for the week, demand being fair. Every day the extreme high prices to which the lower grades have mounted become more in evidence. Advices from China received during the week reported a price of 21 cents per pound in a large way for Congous. The price last year for the same grade was 10½ cents. Offerings of Ceylon-Indias during the week were made on a basis of 26½ cents, the normal price being about 16 cents. Russia is a very large buyer of these low grades, and reports from the East are very firm on account of this large buying. Prices on the better grades remain unchanged for the week, with a quiet demand.

Coffee.

The coffee market shows no particular change for the week and prices appear to be about steady, speaking now of Rio and Santos grades. The demand is only fair, being for actual wants only, and these are pared down to the bottom. Mild coffees are dull and unchanged, but not particularly strong, except for the better grades. Java and Mocha unchanged for the week.

Syrup and Molasses.

Glucose is unchanged and so is compound syrup. The demand is quiet. Sugar syrup and molasses are also unchanged and in very light demand.

Sugar.

There has been no change in the sugar market during the week, except a slight easing off of raws. Refined sugar is unchanged. All refiners are quoting 6.10 cents for granulated, but will sell at 6 cents. The demand is fair. Raws are about 1-16 cent easier for the week, although there is no indication of any material decline for the balance of the season.

Dried Fruits.

Spot prunes are in much better demand than they have been and the price on the large sizes is about 1 cent per pound higher. This has not affected futures, which are still dull and easy. Peaches are phenomenally cheap, and new crop choice fruit is offered on the coast in a large way at 3½ cents. The spot price in the East is relatively even lower on old crop. Apricots, raisins, currants and all other dried fruits are dull and unchanged.

Beans and Peas.

Domestic pea beans are about unchanged from a week ago; demand fair; Marrows are unchanged and in moderate demand. California limas are still weaker, and some offerings have been made during the week as low as 5 cents, which is about ½ cent below the previous ruling price. Green and Scotch peas unchanged and quiet.

Eggs.

The egg market is quiet and unchanged, but the quality arriving is not quite as good as it has been The market is only steady on the present basis, and if there is any change it probably will be a slight decline.

Butter.

There is an active demand for butter on the present basis of price. Both the consumptive and speculative demand is good, and the make is about normal for the season. The quality, owing to the very favorable weather, is running fancy, and stocks are being readily absorbed upon receipt. The market is firm, with no immediate change in sight.

Cheese.

Owing to the extraordinary demand for cheese for export, the make, so far, has been very much larger than usual. A week ago the price was 3 cents over the normal price for this season, which is cleaning up regularly. Since that time, however, there has been a slacking off for export and the market has dropped about 1 cent per pound. No further concessions are in sight, provided the export demand continues fair.

Provisions.

All cuts of smoked meats are firm at an advance of ¼ to ½ cent. There is a very fair demand. Neither pure nor compound lard has changed for the week and the demand appears to be normal. Barreled pork averages 25 to 50 cents above a week ago. Dried beef and canned meats are all unchanged and in average demand.

Fish.

The only feature in the fish market is the continued high prices for Norway mackerel. On account of reasons previously explained, the situation is quite firm, and anything good shows a marked advance. Cod, hake and haddock are unchanged and dull. Salmon shows no change for the week. Domestic and imported sardines are all about on the same basis as a week ago.

Canned Goods.

Tomatoes remain unchanged for the week; demand fair. Corn and peas are both unchanged, including both spot and future. There is some demand for peas at a price. New Delaware peas are being offered at the average price of 70 cents, but are not selling, as the trade have been accustomed for several months to buy peas much below that and they are not willing to pay the price. Very likely the packers will have to come down somewhat before they move their stock, although the quality is extremely fine, owing to the favorable weather. Apples are unchanged for the week, still being dull. California canned goods on spot are dull and easy. Advices come from the coast that California canned peaches this year will be unprecedentedly low. The average price for several years for extra standards has probably been about $1.45 in a large way, whereas it is rumored that some packers will name $1.10 this year. This expectation makes spot peaches very easy. What will be done with other varieties of California canned fruits remains to be seen. Cherries are expected to be in light crop, and the price will probably be relatively high. Small Eastern staple canned goods are unchanged and dull.

INDIVIDUAL MARKET REPORTS.

Evaporated Apples, Etc.

Trading in evaporated apples is at a standstill here. Sellers are asking 7½ to 9 cents, while buyers show no interest whatever.

The future market is also very quiet, there be no volume buying to encourage speculators. Greenings, which blossomed the best of all, have not set as well as they should have. Baldwins, which is our main crop of apples, has set very light. The crop, according to the best information I have been able to secure, is about the same as that of two years ago. We are badly in need of a good rain to help what have set thrive. The market is quotable at 7¼ to 7½ cents, with the usual overage on choice and fancy, while buyers would be willing to pay ¼ to ½ cent less.

There is very little demand for raspberries, but at the same time offerings are very limited. Futures are quotable at from 22½ to 23 cents, f. o. b. in barrels, and August-September shipment.

C. C. Hall.

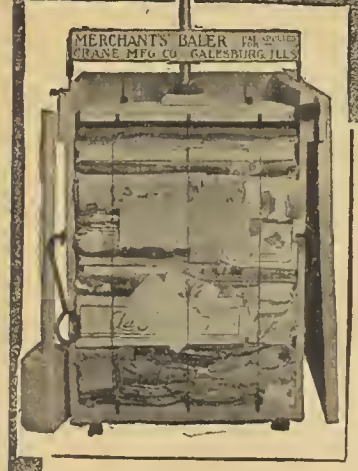
Rochester, N. Y.

Imported Fish Specialties.

The Norway mackerel market has been as "dead as a door nail" for quite some time past. No one wanted to buy any mackerel, and all sales were made practically at buyer's own figures. We were all anxious to sell, and did not refuse any half-way reasonable bids, and all the importers of Norway mackerel, and we among them, were selling our goods at a loss; in fact, quite a heavy loss at that. Last week some one had the most fortunate idea of putting up the price on Norway mackerel, and lo and behold! no sooner was this known than a lot of inquiries came in, and all of us put up the price on our stocks of Norway mackerel and we were selling at the advance, and all of a sudden there was a demand created for Norway mackerel, which only a few days ago nobody wanted. To-day they are all looking for it and would be very willing to pay the prices at which they could have bought a week ago, but of course, they cannot buy at those prices now, and if they want any, they have to pay an advanced price, but even that advance in price does not cover the actual cost of the goods. The summer catch of Norway mackerel in Norway has started, but we have no definite reports as to whether it is good or bad. All we had was a cable saying that the fishing has started, and that our people are going to ship some to us and we are very anxious to see the quality of those fish.

The salt herring business is, of course, neglected for the simple reason that no suitable fish are to be had. There is quite a lot of herrings still on hand, but they are all rather undesirable—small fish, and not what the trade wants. Naturally, they will have to take them if they cannot get anything better, but it needs some convincing to show the trade that there is really nothing better to be had. For real fancy herrings—but they are not obtainable—very fancy prices could be obtained.

Turn Your Waste Paper into Profits!



Every waste paper basket in your business can be turned into a profit-earner—$30,000,000 worth of waste paper is burned in the alleys of the cities of the United States every year. Part of this vast sum is yours. Why not put it in your pocket as profits?

MERCHANT'S BALER
ONLY $15.50

Takes your waste paper—now only a source of nuisance and loss to you—and makes it into large, compact bales, for which you will find a ready market waiting. This remarkable baler is simplicity itself in operation. Lasts a lifetime.

Does Work of Balers Costing Twice as Much

Makes it easier to turn your waste paper into cash than smoke. Actually saves time, keeps your place neat and clean, relieves you of fire risk, and gives you a substantial revenue. Makes a large, firm bale weighing 125 to 175 pounds. No other baler, capable of this work sells for less than $25 to $30. Big open top always ready to receive large armloads and baskets full of waste paper. Applies three tons pressure. Has divergent sides, causing the bale to drop out easily.

Simply sign and mail coupon—we will send you a MERCHANT'S BALER for use in your business 10 days free, also free of charge, literature showing how to sort your paper and "Helpful Suggestions" that will aid you in getting the best results.

Dealers Wanted Everywhere

CRANE MANUFACTURING CO.
Galesburg, Ill.

10 Days' Free Trial

Crane Mfg. Co.,
Galesburg, Ill.

Please send me one MERCHANT'S BALER *free of charge* I will use the Baler 10 days, at the end of which time I will either return it to you or send $15.50.

Name

Address

G.W.

We believe that the new catch of herings when it comes over, if it does come over, will find a practically bare market, and will realize high prices.

In spite of reports that the fishermen in Holland, Scotland and Norway will be rather careful about going out in view of the submarines, we believe that lots of fishermen will go out, and the spring herrings therefrom will be shipped to this country.

STROHMEYER & ARPE CO.
New York.

Standard Canned Goods.

There has been no let-up to the unsettled weather conditions which we spoke of in our previous market letter. It rained heavily in this section every day last week, except one, and the temperature continued exceptionally low. Straw hats were laid aside and overcoats were taken from their nests of moth balls. The old story in the primer reader, of "A Sleigh Ride on the Fourth of July," could have been read with more patience than heretofore. Notwithstanding all of these handicaps, and the usual reports of crop damage, we are quite sure that there will not be a famine in any single commodity. It is our opinion that all vegetation was too far advanced to be stunted or damaged to any extent.

The hard and fast buying of spot tomatoes which has been going on intermittently since spring, gripped our market firmly, and the holders of tomatoes have, consequently, turned their faces towards Zion and are singing a "Te Deum" for the demise of hard times for tomatoes. Speculation is rife as to whether they are not a little premature in their rejoicings. There is, however, a possibility of some merit in their opinion of No. 2 tomatoes, but we do not think that No. 3 tomatoes are running a very good race toward a higher level of prices, except where buyers' labels are required. There was increased buying of No. 2 tomatoes this week, and while we can still buy at our quotations, a change may occur at any moment. The jobbers in all sections have been buying tomatoes very freely this week, in larger lots than before, and with more confidence than we have seen them display since last fall. It looks perfectly safe to buy spot tomatoes at the prevailing prices and we ask for your orders at our quotations. The future tomato market, for the first time this season, acted in sympathy with the spot market, and consequently we have had a better inquiry and more orders than at any time this season. The canners in this vicinity do not appear to be at all worried about the future tomato market. They feel perfectly resigned to wait until packing season begins rather than shade their present prices, which they claim are almost at a level with the cost of production.

The demand this week for all lines of canned vegetables was excellent. Sweet potatoes and spinach were the leaders, with corn, new pack string beans and wax beans a very close second. Orders for future corn were much in evidence and it looks like better things are in the making for that article. The prices continue firm, with a good undertone to the market. The sifted grades of peas are moving out and the canners are much pleased over the result shown in the new pack.

The quality of strawberries this year is excellent, and our canners are experiencing but little trouble in marketing their pack, although the orders are not as large as heretofore, but are well scattered, with a demand for quick shipment. Pears and apples continue firm on account of scarcity, and extra quality pears in syrup are being bought with a great deal of freedom. New pineapples of all sizes and grades are now ready for immediate shipment.

Cove oysters are firm, with a limited demand.

THOS. J. MEEHAN & CO.
Baltimore, Md.

Spices.

The market is not so active this week, trading being mostly routine for actual needs. There are no new features of interest. Stocks generally are small.

Pepper.—The market slightly easier. The consumption from now until fall will be large and there is not much pepper enroute. We expect to see higher prices rule.

Red Pepper.—Nearly all spot supply has been closed out. Higher prices on all grades are indicated.

Cloves.—Slightly easier, with large arrivals. The demand should increase from now on.

Pimento (Allspice).—Unchanged. Present prices are unusually low.

Mace.—Without change during the week. The demand is fair.

Nutmegs.—In active demand at rather firmer prices for all sizes.

Gingers.—In active demand. Spot stocks are greatly depleted and higher values are predicted in the near future.

Green Ginger Root.—Inquiries are coming in, but there is none to be had. First arrivals are expected within the next fortnight.

Paprika.—Spot goods are a little firmer, due no doubt to higher prices abroad. It is predicted that prices will advance here.

McCORMICK & CO.
Baltimore, Md.

AMONG THE TRADE.

Two rather notable deaths occurred in the Philadelphia grocery field during the week. One was that of George B. Woodman, aged 60, who was prominent in the local retail grocery business for several years. He retired several years ago. The second was John H. Catherwood, former head of the wholesale tea house of John H. Catherwood & Co., which after a succession of changes has become Irwin, Harrisons and Crosfield, Ltd. Mr. Catherwood was 81 years old and has been inactive for many years.

Your Own Case

Take your own case—you know Uneeda, Zu Zu and Nabisco, leaders of the National Biscuit Company line. You know they are the standard of quality.

What is true in your case is true of your customers. They, too, know that N. B. C. goods are standard. That is why they buy them. And that is why you should sell them.

Profitable as National Biscuit Company advertising has been for the grocer, the continuance of it will be still more profitable, increasing consumer demand and making selling still easier.

A complete line of N. B. C. products will soon convince you that this advertising is profitable to you.

Zu Zu Ginger Snaps —the kind that every child in your neighborhood asks for. Retail at 5 cents and move quickly.

Sell biscuit baked by

NATIONAL BISCUIT COMPANY

Selling More

Fels-Naptha soap needs only *showing* more **Fels-Naptha.**

Its popularity is due to actual quality—women can depend on it, just as sure as the grocer who favors **Fels-Naptha** may depend on its sales and profit.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

Buyers of Waste Paper.

Mount Carmel, Pa., June 9, 1915.
To the Editor.

Dear Sir:—Kindly give us the addresses of firms buying baled waste paper.

Yours truly,
SCHNEIDER BROS. & Co.

Penn Paper and Stock Co., Marshall and Willow streets; Coll Paper Co., 305 Florist street, both Philadelphia, Pa.

* * *

Wants Labels.

Sunbury, Pa., June 8, 1915.
To the Editor.

Dear Sir:—We are manufacturing Pimento cheese and want to buy some labels for the packages.

Can you give us the names and addresses of one or more parties dealing in labels?

Respectfully yours,
C. S. MILLER'S SONS.

Write the Maryland Label Co., Baltimore, Md.

* * *

Who Can Answer This?

Adamstown, Pa., June 9, 1915.
To the Editor.

Dear Sir:—Do you know, and if not, how can I find out whether the "Deep Breathing Physical Culture," by P. von Boeckmann, 110 W. 40th street, World Tower Building, New York City, is or has any virtue, or is he unknown as many are? It is a great city for all kinds of business.

Yours truly,
H. F. SNADER & Co.

Can any subscriber answer this? Usually there is some virtue in all these physical culture systems, if they are faithfully practiced.

* * *

The American Underwriters Collection Scheme.

Philadelphia, Pa., June 9, 1915.
To the Editor.

Dear Sir:—Being a subscriber I ask what you know about the American Underwriters Association, 411 Walnut street, Philadelphia. They claim to send a series of letters to people owing bills and then if no reply sue before a magistrate, get judgment against people, then advertise the judgment for sale. The representative had a long list of people with him with their names and addresses and amount owed which he claims they advertise in the papers the judgments for sale. They charge $5 per year and 30 cents for each account. There is no agreement to sign and it seems to me if it is within the law it ought to do some good. Any information you can give will be greatly appreciated.

Respectfully yours.
S.

We have fully investigated this scheme, and have published something about it. It consists of three printed letters which are sent to debtors, one after the other. They are sent by the merchant but purport to be sent by the "American Underwriters." Some time ago a subscriber asked for an opinion upon the legality of the letters, and we expressed the opinion that they were grossly illegal under the laws of Pennsylvania. This opinion was published but the "American Underwriters" have never replied to it in any way. The reason for the opinion was that the letters threatened to attach the debtor's wages, which cannot be done in Pennsylvania except for board. The use of a threat which could not be legally carried out, savored of the illegitimate, in our view of it.

* * *

Manufacturers of Waste Paper Balers.

Java Village, N. Y.,
June 8, 1915.

To the Editor.

Dear Sir:—I wish to take advantage of your service department. Please advise where I can buy a cheap scrap paper baler, also where to dispose of the paper after it is baled. Most of my buying is done in Buffalo and Rochester.

Thanking you for any assistance you can be, I remain,

Yours truly,
A. B. HOGAN.

Davenport Mfg. Co., Davenport, Iowa; Buckeye Baler Co., Findlay, Ohio; Ypsilanti Hay Press Co., Ypsilanti, Mich.; Crane Mfg. Co., Galesburg, Ill.

* * *

Peanut Roasters.

Martinsburg, W. Va.,
June 8, 1915.

To the Editor.

Dear Sir:—Have you any good peanut roaster advertised in your paper? If so please send me price at once as I am in market for one.

Yours respectfully,
J. T. MOSSE.

You can get a second-hand peanut roaster of H. F. Heacock, 5 N. Second street, Philadelphia. It is a Kingery and can be bought for $40.

WANTED USED NATIONAL CASH REGISTER
Must be modern, a check thrower, in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

Now It's Time to suggest **MAPLEINE** delicious flavor for ices, punches, summer desserts.
ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.
CRESCENT MFG. CO.
SEATTLE, WASH.

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

KIRK, FOSTER & CO. WHOLESALE GROCERS, 208 N. DELAWARE AVE. AND 209 N. WATER ST. (PHILADA.)

Why Not Now?

Are you selling our Syrups? No. Then why not start *now?* Satisfied customers will tell you there is nothing *better* on the market. Satisfaction guaranteed

SYRUPS—One of our most popular brands is *Challenge Table,* being a light, clear color and good flavor. *Royal Table* is also popular; *Starlight, Very Best, Ex. Amber, Gilt Edge, King "B" Drips, White Clover, Ex. Maple,* etc., all represent good values. Sample and quotations mailed upon request. We also carry a good line of New Orleans Molasses, Fancy, Ex. Choice, Choice, and good baking stock.

CANDY SPECIALTIES—A few candies properly displayed will prove good sellers. Quaker assortment of hard summer candies, 5 varieties in small pails of 15 pounds at 11 cents per pound; Oriental hard candies, in pails of 30 pounds, at 10 cents; Bonnie Scotch, in pails of 30 pounds, at 10 cents; Boyd's Mints, 30-pound pails, at 9½ cents.

CANNED PEAS—Just received another car of Michigan Canned Peas, No. 4 Alaska variety. These Peas are choice quality and we can sell them lower than the new pack; Eastern Peas, Yale Pride Early June at 75 cents per dozen, and King Arthur Early June at 80 cents per dozen. We believe the above to be exceptional value and recommend their purchase.

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

This Store and this Man Recognized Westfield

It might be of interest to you to know that we were heartily glad to learn sometime ago that the Patriot along with a good list of other American newspapers had become allied with the Westfield Pure Food Campaign. Indeed, we are so vitally interested in the presentation of food stuff of a high standard that we take this opportunity of asking you to command our support at any time in furthering this good work.

It is our intention to keep pace with the work that goes to make for Westfield Certification through the use of attractive window display.

Very truly yours, *(signed)*
DIVES, POMEROY & STEWART

Dives, Pomeroy & Stewart do $2,000,000 worth of trade a year, in a town of 68,000 souls—Harrisburg, Pennsylvania. Their grocery department is larger than 98% of the town's grocery stores. William H. Bennethum, the executive, is as keen to appreciate valued aids of any type as he is broad-visioned in his business policies.

Let Mr. R. M. Wharton, Business Manager of the alert Harrisburg Patriot, tell in what significant manner, Bennethum joined the Westfield movement.

"In connection with the Ladies' World and McClure's Magazine, we, along with 103 important newspapers, are carrying the Westfield stories of Prof. Allyn and the advertising of the Westfield Combination of Manufacturers—(See products below) We had placed the Westfield Grocery Sign on the better stores of the city and they had thus indicated to the Harrisburg public that they were with the Patriot and Westfield. They had shown the banner, so to speak, and were certain to reap the sales value built up by all the parts.

"Through some chance, we had not sent a sign to Dives, Pomeroy & Stewart and—well Mr. Bennethum called me up and called me down! And without further ado, Dives, Pomeroy & Stewart attained to the rank of a Westfield Pure Food Store."

If such a merchant as Bennethum found such an importance in the Westfield Movement, why not do you likewise? It means money and real sales, to turn the Westfield sentiment into your store.

This display sign does it without cost.

A postal or letter to Dealer Service Department, McClure's Publications, Inc., McClure Building, New York, will bring you a copy of the Westfield Book of Pure Foods, and a Westfield Transparent Sign for your windows.

P.S.—Are you in the big $5000 prize contest? Write for information.

Push these Products and profit by their advertising

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

Telling People How to Do What You Can't Do Yourself.

That was some whack some fellow gave the editor a week or two ago, wasn't it? Said you couldn't expect a lawyer to know anything about running a grocery store! He! He! He! Wasn't that great? I guess that won't hold his nibs for a while, eh what?

But when I think about it, I ain't so sure you can't expect a lawyer to know anything about running a grocery store. I ain't so sure. Don't think I'm trying to stand up for the editor. I've got a good grudge against him. Him and I don't get along at all on the way a gent ought to dress. He says things to me about my clothes that if he wasn't so much older than me, I wouldn't take from any man on top of the earth. The sassy fat thing—no siree, I ain't standing up for him.

But on the general proposition, I say again, I ain't so sure you can't expect a lawyer to know anything about running a grocery store. Here's what I mean—that the fellows that can tell you the most about running your own business are the fellows that couldn't run the business themselves to save their souls. They can tell you what to do, and tell you right, but they can't do it. That's the whole thing in a nutshell.

I used to know one fellow that was a wonder on telling people how. He tried to do it himself twice, but fell down both times—failed all to pieces. He could go into your store—I've seen him do this a dozen times—and point out one thing after another that you weren't doing right. Not just dope—his ideas were bang up. You'd think running his own business would be a cinch to a fellow like that, wouldn't you? He did, too, and so he's had two stores of his own in his time. But didn't make either of 'em go. He'd try to put these big ideas of his over, but they'd always flicker a bit and go out.

I remember one of his schemes used to be special sales. He told a customer of mine how to run a special sale that made him all kinds of money. When he tried to run special sales of his own they'd go to punk. If you can explain that you're better than I am. I can't do it, I own up.

You know, I can't sing a note. You'd never think that to look at me, would you? When I try to sing people call the fire department. One fellow heard me sing once and said, "that's the best imitation of a sea lion I ever heard!" and came up and congratulated me. That's the sort of a warbler I am and yet I told a woman singer the other day what ailed her singing and she said right away she'd been trying to put her finger on what I picked out for six months. Of course you fellows will say "look who you are," and that's all right, but all the same it ain't always the people that can do things the best that can tell other people how to do 'em the best.

One of the big Philadelphia grocers has a manager to-day that he says is the best man he ever had in his life. That fellow failed in his own store before he took this job. He can get more out of the men under him now than any manager that was ever in that store before, so his boss says. But when he was running his own store, he had fights with his clerks night and day. I know that because I sold him. He'll read this and he'll see right away who I mean and he'll nod his head yes while he's reading it. Ask him why it is—he can't tell you any more than I can.

If all the fellows that are born tellers and showers would do nothing but tell and show, and keep away from trying to run business for themselves, we'd all fit into our little pigeon holes better, if you ask me.

THE STROLLER.

Pennsylvania Organization Notes.

Mr. Smedley was the guest of the Business Men's Association of Lititz on June 2d. Two meetings were held, the one in the evening being particularly well attended, merchants from nearby towns and many ladies being present. President Zartman and Secretary Pfantz are live leaders and are backed up in their work by a loyal membership. The association numbers 60, and during its existence has abolished many evils, brought about a better understanding on many business matters. It has created a mutual confidence and as a result there is a close co-operation that stands for business development and town uplift. The Organizer enjoyed his visit to this progressive body of business men.

* * *

Merchants of Ephrata and Manheim have good associations of business men that the Organizer hopes to visit in the near future.

* * *

Mr. Smedley visited Lancaster on June 4th and found the secretary of the Chamber of Commerce, Mr. Newbold, up to his ears in work for the good of Lancaster.

* * *

The Sunbury Merchants' Association will make an automobile trip to adjoining towns on June 17th and 18th. Mr. Smedley has been invited to accompany the party. The itinerary for the tour is as follows: First day, Milton, Watsontown, Muncy, Montoursville, Williamsport, Jersey Shore and Lock Haven; second day, Bellefonte, Center Hall, Millheim, Mifflinsburg, Lewisburg. This will be a real missionary trip carrying the tidings of organization work to the merchants of these towns. A large number of merchants have already signified their intention to be of the party.

* * *

The Erie Commercial Club is arranging for a department of cost and system to promote trade education on salesmanship, costs, inventories, profit and loss. At the head of this department will be placed Prof. Ira B. Bush, the superintendent of schools of Erie. It is expected that all live merchants will help defray the expense by taking memberships for their sales force. Merchants will join this movement and an effort will be made to offer facilities towards educating the ignorant and careless merchant.

Erie will also attempt to form a group of Polish and Italian merchants, of which there are over 500, into a separate group for self help and to guide them along lines that will make them better merchants. Good work.

* * *

Harrisburg grocers need organization. We hope, with the co-operation of the trade here, to do some missionary work that will result in a good association. At no point in the State is an organization a greater necessity than at the Capitol City.

* * *

The annual meeting of the Washington, Pa., Board of Trade was a big success. This active body of business men does things. It divides its work into separate classes as follows: Civic Bureau, Industrial Bureau, Business Men's Bureau, Agricultural Bureau, Traffic Bureau and a Membership Council. It does not promise to do things—it does them. The history of its achievement is written large in the commercial history of Washington. Its community building brings into close relations the farmer and merchant. It is a center around which the activities revolve. During the year this association has held 354 meetings, with a total attendance of 6,919 persons. An average attendance of 19 at each meeting. The largest registration in one day was 1,185. The community building provides rest rooms for men and women, exhibition rooms, offices, etc., three hitching posts for horses. Charles M. Ketchum, the managing secretary, is a practical constructive association engineer.

* * *

As to the appointment of the committee to secure more equitable profits for the retail merchant, a valued correspondent writes us as follows: "The huge profits of the specialty manufacturer should be made to yield a much more liberal margin for the retailer. For example, the manufacturer becomes a multi-millionaire while the retailer gets only a small, if any, margin." Let us hear from "Modern Merchant and Grocery World" readers on these points.

* * *

Merchants of the Lehigh Valley will meet in convention at Reading on June 16th. A fine programme has been arranged.

* * *

Mr. Smedley will address a mass meeting of Reading grocers at Reading on June 15th.

* * *

Mr. Smedley addressed the merchants of Freeport on June 8th.

We Want to Say a Word to You About Rennet

Summer—the big Rennet selling season, and incidentally the most trying Rennet season—is about here. Are you fixing to make some money out of ***Liquid Rennet*** this year?

The Rennet to sell is the Rennet that will do its work quickest and best, the Rennet that keeps best and that pays you the best profit. In other words ***Shinn's Liquid Rennet*** is the cleanest Rennet made in all the United States.

Impatient cooks can never growl at ***Shinn's Rennet***—it makes junkets, curds and whey in two to five minutes.

So much for its work and its quality. As to your profit, it's an even hundred per cent. Are you satisfied not to sell a creditable money-making little thing like this?

SHINN & KIRK

1400 Spruce Street :: :: Philadelphia, Pa.

No. 315.—A Chicago Case Which Raises the Law of Sale by Sample and the Law of Returned Goods.

A case which has been submitted to me from Chicago raises two points of general interest to, I think, every reader of these articles: First, the question of sale by sample, and second, the question of returned goods. Of course the only phase of these questions which I shall discuss is the legal phase:—

> We received shipment of certain items of merchandise from the —— Co.; one dozen of these were not goods shown by the salesman when the order was given.
>
> These we returned to them. They have refused acceptance and insist on payment for entire shipment. They have just returned our check for this account—we having deducted the item that was returned. Can they legally hold us for the entire shipment?
>
> The writer did not see the samples—the order was given the salesman by the lady in charge of this department.
>
> Immediately on receipt of this shipment our lady buyer claims these two items were not as per sample she bought from in pattern and colors. We therefore returned them, as they would not be satisfactory for our trade. They were returned in a few days from receipt and were not put on sale.
>
> When we wrote the manufacturer about the matter he replied as follows:—
>
> > You certainly cannot expect us to accept this merchandise with the reasons as given by you. Our records show beyond a doubt that this merchandise was forwarded as per your selection, and it will be necessary for you to convince us to the contrary before we can receive this shipment from the express company.
> >
> > We have positively fulfilled our part of the agreement and we cannot but believe that there has been some mistake on your part in returning this goods, either due to the fact that you were overstocked or this merchandise was not selling rapidly. We wish to be reasonable with our customers as is possible, but we have had too many take advantage of this return privilege and we must now take some steps to eliminate this evil as much as possible.
> >
> > If you have any positive proof that we are in the wrong in making this shipment, we would have no objection to receiving the merchandise, but as the matter now stands we do not feel that we can accept this shipment without convincing proof of our error.

First as to the legal status of this sale, which appears to have been a typical sale by sample. If this manufacturer's salesman called at this correspondent's store and showed certain samples, on the strength of which he took orders, which orders were to be filled with goods like sample, then of course the only goods which the buyer needs to accept are goods substantially like the sample. That in a nutshell is practically the whole of the law as to sample buying. Certainly where the sale was made by sample, goods that were not shown as samples, and were not ordered from sample, can be instantly rejected. The question of fact in all such cases is—was the sale by sample and are the rejected goods in accordance with that sample?

The other question is this: If the manufacturer can show that the goods were really what were ordered from sample, can he then compel the buyer to take them? Not necessarily, because under prevailing business custom all over the United States a contract of purchase is not a contract at all. In several lines of wholesale merchandising, the returned goods problem has become a grievous evil. Many manufacturers, like the one who writes the above letter, wish to stop it. I have explained to a number of these that where a manufacturer or a jobber has been in the habit of letting his customers return goods that proved unsalable, or as to which they changed their minds after ordering, he can not suddenly shut down on the practice without giving customers notice. A customer who has bought, from time to time, fifty orders, getting with each, under custom, the right to return such goods as he wished to return, has a *legal* right to expect, when he places his fifty-first order, that he will have the same right to return anything he does not want. This always provided he has not been notified to the contrary. A manufacturer or jobber can stop the thing any time he wishes to send his customers notice that the privilege heretofore extended is of this date withdrawn, and no orders hereafter received will be subject to cancellation.

Therefore, applying that to this case, even if this manufacturer can prove that the rejected goods were ordered, he cannot prevent his customer from returning them if he has been in the habit of allowing this customer to return goods in this manner, and has not given notice of a change of policy.

(Copyright, June, 1915, by Elton J. Buckley.)

—

Question: * * *, Philadelphia.—Where a will has been made and the witnesses have since died, is it necessary to make a new one?

These are the facts in brief: An elderly couple have property and cash in bank which is in the wife's name. The man is 84 years old and in such mental and physical condition that should it be necessary for him to take part he would be absolutely unable to do so.

Should a new will be necessary? Can the wife make a will alone with proper witnesses?

Answer.—The death of both witnesses does not invalidate the will. It is still as legal as it was before, although it is harder to prove before the Register of Wills. If the witnesses were living, or even one of them, they would simply go before the Register and swear that they saw the maker of the will sign it, and that they had signed their names as witnesses. If the witnesses are dead you must prove the will by producing somebody who was familiar with the maker's signature, and can identify it. It is always desirable, where the witnesses have died, to have a new will executed with other witnesses, but if the old man in your case is not able, you had better stand on the will already executed.

The wife can not make any will which will pass the husband's property. She can will only her own. If everything the couple have is in the wife's name, the husband does not need to make a will, for the property at his death will be the wife's, as it is in her name.

—

Question: C. A. Heberling, Juniata, Pa.—Will you please answer the following question: I paid $4,000 for a property and deeded it to my wife (we have no children). In case she would die first, would the property go to her people or would it fall back to me again? Or in case I die first, could she hold it if it was deeded in my name?

Answer.—If the property is in your wife's name, it is hers alone to all intents and purposes, although she cannot sell it unless you join in the deed. If she dies, the property does not come back to you unless she leaves a will saying that it shall. You will merely get the use of it as long as you live. If you die while the property is in her name, you can do nothing with it by will. These things are usually done by putting the property in the joint names of husband and wife. When one dies the other will then take the entire property.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Dry Goods Business Up to Last Year.

Marshall Field & Co., in their weekly review of the dry goods trade, say:—

> Sales and current shipments for the week show a very satisfactory comparison with those of the same period a year ago, considering the fact that Monday of this week was a holiday. Even with one less business day this week, more customers have visited the market than during the same week last year.

"I prefer KNOX GELATINE myself-

that's why I recommend it"

Many a grocer recommends KNOX GELATINE to his customers because he has eaten it himself and found it most satisfactory. In fact, KNOX GELATINE is the biggest selling and most popular gelatine on the market and that means *most people* have found it the most satisfactory. The gelatine that pleases the greatest number of people in general will also please the greatest number of *your own customers.* It will pay you to "Make Knox Your Gelatine Leader," not only pay you in *number of sales,* but also pay you in the splendid profit you make on *every sale.*

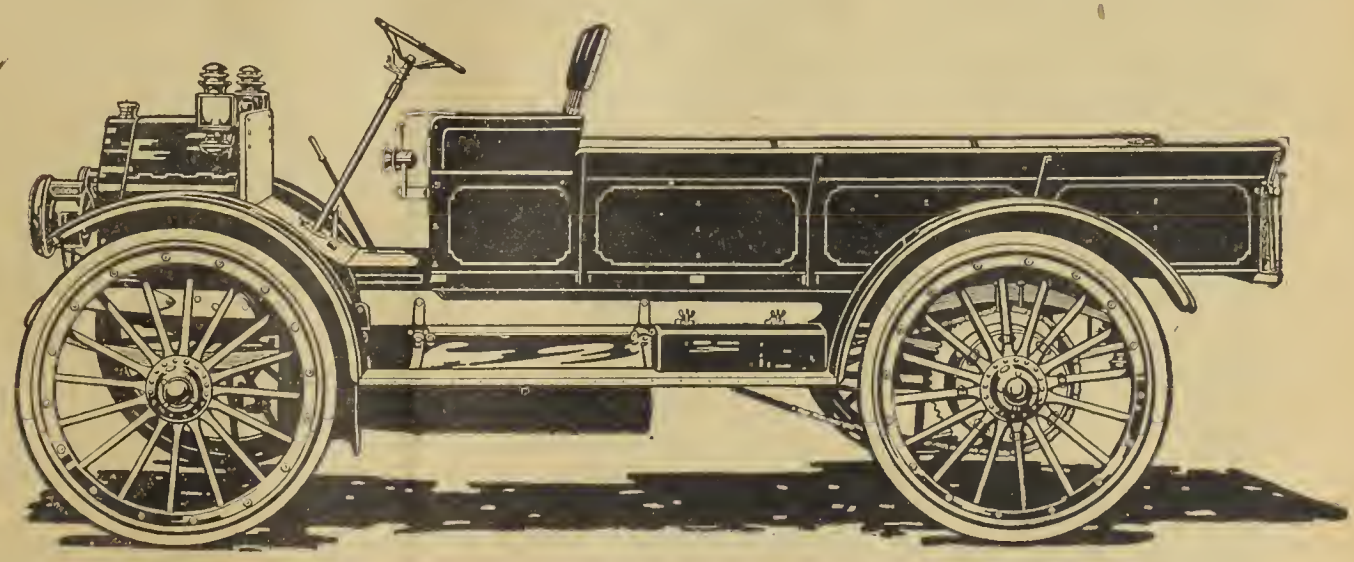
New, attractive display advertising matter that is sure to increase sales will be furnished free on request. Write us.

CHARLES B. KNOX COMPANY - - - - Johnstown, N. Y.

Get Above the Dead Level

"What can I do to make the customer choose ME?" Stores are so numerous that many grocers are asking this question to-day. For one thing, you can make your service stand out above competition. That is what wins the favor of the customer, whatever your business is. And nothing will help more than an

International Motor Truck

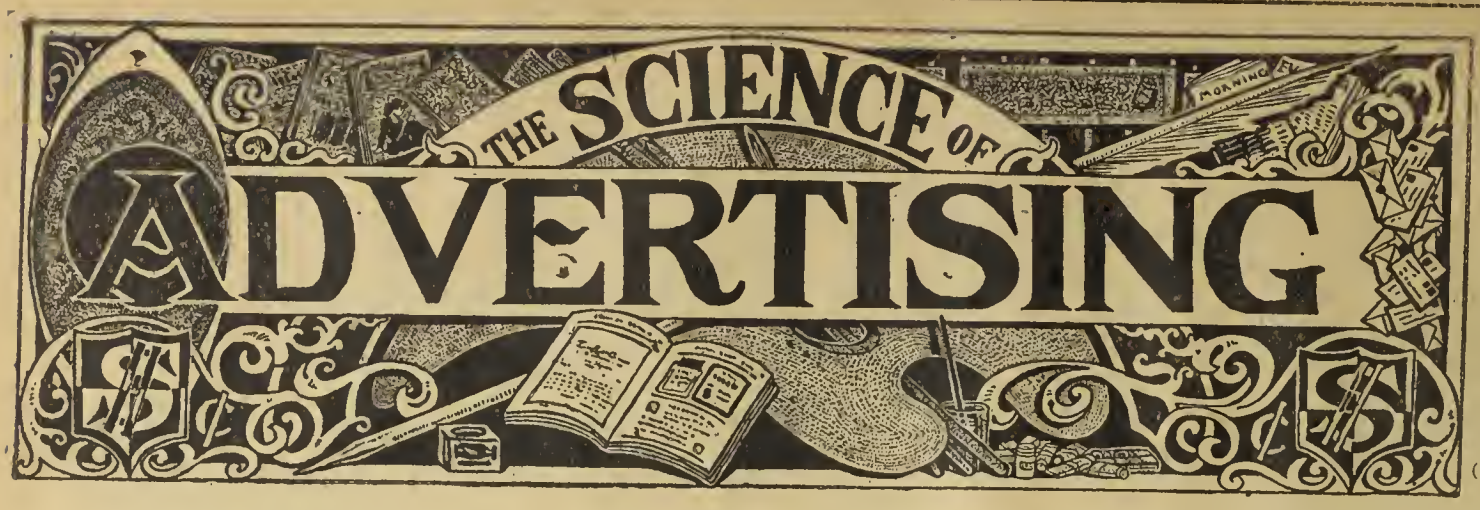


It will replace your slow, unreliable horse and wagon equipment with swift, always-ready power and capacity for hauling goods, products and material on time; making deliveries to waiting housewives promptly; reducing hauling expenses; saving valuable time; keeping your customers from changing to some equally convenient competitor.

Look into this matter of service in quick attention, rapid delivery, economy, saving of time and labor, increased profits which the International means. There lies the secret. You need not buy if not convinced when you have read our catalogues, facts, figures, full information. Address the

INTERNATIONAL HARVESTER COMPANY OF AMERICA
(Incorporated)

105 Harvester Building **CHICAGO U S A**



Philadelphia, Pa., June 10, 1915.
Editor "Science of Advertising."
Dear Sir:—What is your opinion of this ad? Would be glad to have criticism of it.
Yours truly,
C. POMERANTZ.

The advertisement enclosed is a handsomely printed affair gotten up by the Kellogg Toasted Corn Flakes people. It is a circular 8 x 11 inches, printed in colors, and showing a picture and some reading matter advertising Kellogg Toasted Corn Flakes Co. A part of the space is left blank and in this is printed the advertisement of the retailers who use the circular. I don't know the plan on which the Kellogg people supply these to the retail trade—I suppose they are supplied free of cost. Here is the reduced reproduction:—

A CRYING DEMAND
HUNGRY?
You are next door to the Finest Delicatessen and Fancy Grocer in West Philadelphia. We are known All Over for our Table Delicacies and Service. Phone us for anything at any time and depend on getting it quickly
Chicken Croquettes 10c ea.
Salted Peanuts 35c lb
Roquefort Cheese 60c lb
Potato Chips 20c lb
Bassett's Sharp Cheese
Fish Cakes 3c ea.
Reading Pretzels 15c lb
Boiled Tongue 65c lb
Sweet Mangoes 6c ea
Potato Salad 12c lb
Chicken Salad $1.25 lb
Smoked Salmon 40c lb
India Relish 15c lb
Deviled Crabs 15c ea
POMERANTZ'S DELICATESSEN
Cor. 52nd & WALNUT
Bell—Belmont 3860
48th & SANSOM
Bell—Preston 4854
ORDER A PACKAGE OF KELLOGG'S TO DAY
Kellogg's
TOASTED CORN FLAKES

This advertisement will undoubtedly attract attention—it is a very handsome piece of printing, but whether it will get any results is another thing. I shouldn't expect it to get very much. The principal part of the advertising is of course the Kellogg part—Mr. Pomerantz' part is secondary. I confess I have never quite been able to make my mind up whether it *ever* pays to use manufacturers' advertising matter in connection with your own. Some classes of manufacturers' advertising matter are all right—where for instance a manufacturer prints a circular giving a full description of his product, and inserts at the bottom a line "For sale by John Jones, grocer." This is to all intents and purposes your own advertising. I believe in using that whenever it is practical. But there is another kind of manufacturers' advertising about which I am very doubtful. Envelopes with an advertisement of flour or something in the corner and your own name below. Bill heads supplied by the manufacturer with his name and product on first and yours second. If I were a retailer I believe I should never use anything of this sort. Everybody who sees it knows right away that it was gotten free, and it very much cheapens the store that uses it. This circular of Kellogg's of course belongs to this class, though there is nothing cheap about it. Most people I believe will understand that Kellogg is the kite here and Pomerantz merely the tail to it. That is never a good impression to have people get. One of the cardinal principles of storekeeping is to create for your store a reputation of respectability and independence—to give it a high place in the public estimation. A certain trade flows naturally to a store because of a reputation like that. Little things like this make or mar such a reputation.

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

A Distinctive Bag.

The Wm. B. Harris Co., of New York City, the "Kup Kwality Coffee" people, are adopting a new line of bags for their "Harisco Standardized" brands. For beauty of style and perfection in keeping qualities, they cannot be excelled. Their Royal Stag Brand has a red background, showing the head of a stag surrounded by gold, the imprint of the firm being in black. A worthy package for a worthy coffee. Have you had any?—Advt.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

"Retrospection."—When you come right down to practical facts, a lot of us are above our job. Somehow we don't seem to square ourselves.

How often do you walk out the front door of your store evenings perfectly satisfied with your day's work?

Isn't retrospection a good thing?

If confession is good for the soul, "looking backward" is good for the day.

You walked over a bag or two without picking them up. You allowed a customer to leave without getting served, when a word from you would have held her. You wrote orders machine-like—failing to suggest a single item, failing to tell of your butter special or your flour special or your coffee special.

* * *

Guilty.—If so, why? You can't keep that sort of thing up. If you do you will vote yourself a dead one, and dead ones vote themselves the blue envelope. The boss doesn't do it voluntarily. He gets his cue from you and then he acts.

It's more fun to be above the dead. Time goes quicker. The more effectual effort you make to get business the more you will be pleased with yourself. Happiness comes from "act well thy part." And if Shakespeare chose to put this in plain words for the grocery clerks, he would write, "Work, and work hard, mentally and physically to-day with all your *God* given energy and thus fit yourself for higher work to-morrow."

* * *

Canned Fruit in June.—Let nobody tell you that canned fruit doesn't sell in June. If it doesn't it's because we *believe* it doesn't.

A lot of us were brought up that way.

Don't be afraid to get your California stuff out and show it. Cut samples and put the contents in sealed glass jars and keep them on the counter right where you are taking orders. All they have got a taste of in fresh fruit up till now is strawberries.

* * *

You have a good California peach you can sell, if bought on spot, at 15 cents—lovely breakfast fruit when served cold.

A lot of us are "long" on cherries and nearly all housekeepers by this time are short, so that real handsome cherries preserved in the wonderfully delicious way that the California people produce and offered at 25 cents a can, should be a feature.

Talk all kinds of canned fruit, just as though it were the middle of winter and disregard any fresh stuff that may be in the market. Anyway, none can compare with the canned article at present for economy and quality.

Modern Merchant

AND

Grocery World

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Private Exchange.

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ELTON J. BUCKLEY, Editor.

DAVID EZEKIEL, Advertising Manager.

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Lit Bros., Philadelphia Department Storekeepers, Sued for Cutting Prices—Charged With "Unfair Competition"

Thirty-seven Retailers in Four States Say Lit Bros. When It Advertised a 50 cent Artiele at 35 cents, Violated Federal Trade Commission Act. Suit a Test Case Under New Law.

Is the cutting of prices on standard proprietary products, and the making of an attempt to get trade from competitors on the strength of those prices, "unfair competition" under the Federal Trade Commission act? This question will be decided through a suit which has just been started before the Federal Trade Commission against Lit Bros., the Philadelphia department storekeepers, who made a drive on B. V. D. underwear. The suit is one of the most remarkable ever started in an American court.

The complainants against Lit Bros. are retail merchants of New Jersey, Delaware, Maryland and Virginia. Thirty-seven retailers join in the complaint and all make the same charge that the Philadelphia department store was trying to induce their customers to open charge accounts by offering B. V. D. underwear at 35 cents, whereas the standard price is 50 cents.

The complaint is made as a test case, the first important action brought under the law creating the Federal Trade Commission. The American Fair Trade League, at the request of scores of small dealers, collected the legal evidence which was submitted to the commission. This evidence included the affidavits of William C. Mertz, of 5933 Webster street, Philadelphia, who told of purchasing the standardized underwear at the regular price in the department store, on the same day on which the goods were being sold through mail-orders at the cut price.

Circulars of the Philadelphia department store, advertising the cut price which could be obtained only by opening a charge account, were also presented to the commission by the American Fair Trade League, which represents several hundred National, State and local organizations of retail dealers throughout the country.

It was stated in the complaint that the advertising and selling policy of the Philadelphia store was an "unfair method of competition" within the meaning of the law creating the commission. Complainants within the State of Pennsylvania had been informed that because of the absence of any question of interstate commerce the commission probably would not have jurisdiction. The Fair Trade League, therefore, based its case solely upon the complaints from retailers outside the State. The decision of the Federal Trade Commission in this case is expected to settle the question of the legitimacy of underselling campaigns. It is expected to be fought by the department stores of the country on the one side, and the small dealers on the other. The decision of the commission will be the basis for business operations throughout the country.

The complaints of the retailers filed with the commission state, in substance, "We are selling the same class of merchandise, maintaining the standard price which gives merely a reasonable profit, and the practices complained of do not constitute fair competition. We cannot continue our business if large concerns are allowed to use methods like this to draw customers from our store."

The complainants are the following:—

Toone & Hollinshed Co., Broadway and Kaighn avenue, Camden, N. J.; Calvin & Schneerberg, 1022 Broadway, Camden, N. J.; R. R. Stewart, 609 Broadway, Camden, N. J.; A. Newmeyer, 701 Broadway, Camden, N. J.; Jos. Bertman, 941 Broadway, Camden, N. J.; B. Levin, Fifth and Federal streets, Camden, N. J.; Samuel Van Sciver, 833 Broadway, Camden, N. J.; Charles F. Stout, 38 E. State street, Trenton, N. J.; Fredk. W. Donnelly Co., Taylor Opera House Store, Trenton, N. J.; Isidor Levin, Princeton and Pennington avenues, Trenton, N. J.; Mount & Lanning, 104 N. Broad street, Trenton, N. J.; Richard A. Donnelly, Trenton, N. J.; Trenton Clothing Co., Trenton, N. J.; Sol Green, 1126 Atlantic avenue, Atlantic City, N. J.; Victor Haas, 1916 Atlantic avenue, Atlantic City, N. J.; Hill & Farrell, 1332 Atlantic avenue, Atlantic City, N. J.; Somers Frambes, 1018 Atlantic avenue, Atlantic City, N. J.; Braunstein's Department Store, 1412, Atlantic Avenue, Atlantic City, N. J.; William Black, Hammonton, N. J.; H. R. Monfort, Hammonton, N. J.; Lowden Bros., 303-309 High street, Burlington, N. J.; R. G. Dunn, 323 and 325 High street, Burlington, N. J.; Louis Russi, 333 High street, Burlington, N. J.; Harrison G. Wright, Bordentown, N. J.; Samuel J. Wood, Bordentown, N. J.; Charles R. Garwood, 99 Farnsworth avenue, Bordentown, N. J.; M. S. Draine & Son, Wilmington, Del.; Crosby & Hill, 607-09 Market street, Wilmington, Del.; James E. Biggs, Newcastle, Del.; L. J. Warrington, Seaford, Del.; Leonard H. Higgins Co., Salisbury, Md.; Kennerly & Mitchell, 233-237 Main street, Salisbury, Md.; T. H. Collins & Son, Snow Hill, Md.; I. H. Merrill Co., Pocomoke City, Md.; W. S. Schoolfield & Co., Pocomoke City, Md.; W. B. Wilson & Son, Cape Charles, Va.; F. B. Thomas & Co., Roanoke, Va.

Legal and Illegal Representations on Canned Goods Labels.

Agricultural Department's Idea as to What is a Violation of the Federal Food and Drugs Act. Great Difficulty of Telling Truths on Canned Goods Labels in Varying Grades as Between Different Packers and Different Seasons.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
June 17, 1915.

In a pamphlet just issued by the United States Department of Agriculture on "Methods Followed in the Commercial Canning of Foods," there is a complete description of what kind of representations should appear on canned goods labels. As the Department is the chief factor in enforcing the Federal Food and Drugs act, its attitude on the subject is important. Hence I am reproducing the paragraphs from the book under the head of "The Label." There is also some interesting matter on the quality of canned goods:—

The label should tell the truth in terms which are direct and easily understood. It should give the name of the article, the grade, by whom packed and where packed, or the name of the distributor. Neither the names nor the illustrations used should be misleading. A picture of green peas in pods in clear relief and subdued type stating that the contents are soaked is hardly appropriate. If given a geographical name it must be the true one. Corn grown in Iowa is not Maine corn, though obtained from Maine seed. The use of such terms as "Maine style" for cream corn is in reality only an attempt to circumvent the intent of a true label.

There are no fixed standards for canned goods, though the canner and the trade do recognize and describe certain qualities in jobbing, and prices are made accordingly. The consumer has not been educated to know these differences. The labels usually carry descriptive terms implying superlative quality, as extra select, extra choice, extra fancy, select, choice, fancy, extra standard, and, less commonly, standard. There are too many designations for the same product, and, furthermore, Mr. A's fancy may not be the same as Mr. B's. The grade may not be the same in two consecutive seasons, owing to drought, excess of rain, intense heat or other cause; neither may it mean the same in different sections of the country in a normal year. In other words, at the present time the grade does not have a fixed character.

Again, when the syrup is one of the factors in grading a product, that fact should be given, though it is not required. A consumer cannot go to the grocery and buy peaches in a 40, 30 or 20 degree syrup, though the packers use care in preparing such syrups to use for their different grades. Such designations as heavy, medium and light syrup are also inadequate. A heavy syrup may mean anything between 35 and 60 degrees, a medium between 20 and 45 degrees, and a light between 10 and 30 degrees, depending on who uses it. These variations are too wide to be carried under such elastic terms. There is no doubt that some fruit packed in light or 20 degree syrup is just as good as that put up in medium or 30 degree syrup, but there can be no harm done by giving the exact facts. On general principles, if it is worth while for the packer to select his stock carefully and put up different grades, the consumer should know how to select them.

A can of any food should be as full as it can reasonably be packed and processed without injuring either the quality or appearance of the product. There is such a thing as overfilling as well as underfilling, and one is as much a fault as the other. All foods packed in a liquid or semi-liquid condition, or as solids surrounded by liquid, should fill to within one-half inch of the top, and when free liquid is present it should cover the solids. Corn or peas an inch below the top would be a slack fill, even though covered with liquid.

The fruits present a more perplexing problem, depending upon the size of the pieces and the degree to which they shrink in the syrup. The very choice large peaches, having only five or six pieces to the can, will weigh only 18 or 19 ounces and be as full as they can be sealed. A slightly smaller size, of seven to nine pieces to the can, will weigh 20 ounces, and for more than 10 pieces the weight will be from 21 to 22 ounces. After they have been cooked in the syrup the pieces will soften, the weight will change and the fill will not be the same, though in all the amount was as much as could be sealed. If the cans be judged upon

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609
Keystone, Race 746

weight of the solids alone, the highest grade would be short weight; the quality must also be considered. The presence of only 18 or 19 ounces of low-grade peaches would be manifestly slack filled. Soft berries, like strawberries and raspberries, if filled as full as the can will hold and syrup or water added, will appear only one-third to one-half full of solids upon opening, and considerable variation will occur, depending upon their condition. Some foods can be packed so as to give a fairly uniform net weight upon opening, but with others the volume of solids and its own liquid is a fairer measure. The buyer is entitled to a full can, and most packers try to furnish it. The net weights given for several products at the close of the descriptions of processing are intended to represent the minimum; the amount actually obtained should exceed these figures. A lower net weight may be regarded as "slack filled."

HOLT.

And Now They Can Make Merchandise Brokers By Mail

Latest Correspondence School Scheme is "Brokerage Correspondence School" Which Makes Brokers That Can Earn From $3,000 to $15,000 Yearly.

We have been favored with the prospectus of the latest correspondence school scheme—the "Brokerage Correspondence School," Lytton Building, Chicago. This concern in a few weeks will take any ordinary fellow and make a merchandise broker of him, able to earn, according to the prospectus, from $3,000 to $15,000 yearly. Every town of 1,000, says the prospectus, can support a merchandise broker. Possibly every reader hereof understands what a broker is. He represents the manufacturer and sells goods to jobbers and retailers, getting no salary but a commission on his sales. The price of the course is $50.

Here is the foundation of the whole scheme, taken from the prospectus:—

SHIPPERS "CUTTING OUT" SALESMEN —TURNING TO BROKERS.

Manufacturers, and shippers of various lines, all over the country are discovering the fact daily that the old system of marketing their goods through traveling salesmen is "all wrong"—they are turning to brokers to find a market for their goods, as they find that this is the most economical and "up-to-the-minute" method of marketing their product—but they want men that *understand* the business—*trained* men. The demand for the services of such men is *increasing daily*. *Any man* with ordinary intelligence can become an *expert* by taking our system of training. There are shippers to-day who's annual shipments average as much as 10,000 cars, who have adopted the system of marketing their goods through *brokers exclusively*. *Many more* would use the system exclusively if there were enough *trained brokers* over the country to enable them to cover their territory thoroughly.

The head of the concern is one M. W. McConnell, a merchandise broker of four years' experience. The list of subjects taught in the course is as follows:—

Definition of a broker.
Wholesale brokerage.
Retail Brokerage.
"Accounts" a broker's biggest asset.
How to get ready for business.
How to make connections with shippers.
Importance of "loyalty" to your shipper.
How to get buyers started to doing business with you—inside pointers.
How to pull business my mail.
Goods which can be sold by mail.
Goods which cannot be sold by mail.
How and when to go after business by wire and long distance telephone.
How to keep posted on the movements of the various crops all over the country the year round.
How to get the names of the shippers of these crops and how to make connections with them.
Goods which should be sold on bank guarantee terms only.
How to go after contracts for the exclusive distribution of various crops.
Brokerage usually charged for the marketing of various commodities.
How and when to advance or decline your prices.
Importance of keeping shippers conservatively posted on market conditions.
Dangers in speculating for your own account.
Reasons why a broker should not speculate.
How and when to confirm orders.
How to operate branch offices on commission basis.
Form letters—sales—quotations, etc.
How to handle the traffic end of the business—important knowledge.
Pointers on filing and collecting railroad claims.
Special course in expert salesmanship.
Where to get—how to handle—pointers on grades, sizes, brands, etc., all lines. Groceries, cereals, canned goods, fruits, produce, flour, feed, hay, etc., etc.
We furnish with our course over 60,000 names of fruit, produce and grocery jobbers, shippers, manufacturers, exporters, importers, etc., in the United States, Canada and foreign countries. Just think what these names would cost you alone if you tried to buy them by the thousand.

THEY ARE GOOD OLD STAND-BYS

Baker's Cocoa and Chocolate

are always in demand, sell easily and are thoroughly reliable. You have no selling troubles with them.

Registered U. S. Pat. Off.

Trade-mark on every genuine package

MADE ONLY BY

Walter Baker & Co. Ltd.

Established 1780 Dorchester, Mass.

THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.

Tenth and Chestnut Streets

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for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, $1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

We Sell for Less Because It Costs Us Less

Please don't put us down as a cheap, cut-price house. We sell standard **Coffees**—in fact, we specialize on High-grade **Coffees.**

It is these Coffees that we can and do sell cheaper than other houses, because as we use no salesmen it costs us less to sell than it costs them. We can charge less and make the same profit.

If you have a High-grade **Coffee** that you're particular about, send on a sample. We'll match and quote—you'll do the rest.

DURYEE & BARWISE

Roasters and Packers Teas and Coffees

533 Greenwich St., NEW YORK

ESTABLISHED 1897

RICE

IMPERATOR
Most
Pure
Economical
Reliable
And
Tasteful
Of
Rices

D. S. & H. CRAIG, Inc.

PHILADELPHIA, PA.

The New York Letter

Artificially Colored Tea Can Now Be Sold in This Country, Unless the Federal Food and Drugs Act Will Stop It. Honest-Weight and Measure Week. House of Rothschild Goes Into Bankruptcy. Various Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, June 18, 1915.

The trade have been speculating considerably during the week over the practical effect of the decision in the Carter, Macey & Co. case, which was reported last week. The decision in substance was that the United States Government under the Pure Tea Act had no right to exclude otherwise good tea which complied with the standards, merely because it was artificially colored. There is no doubt that this decision opens the way to the entrance of artificially colored tea. That is green tea faced and colored with various pigments. The United States Government officials interpreted the Pure Tea Act as giving them the right to exclude tea because it contained artificial coloring, and under that interpretation colored tea has practically disappeared from the markets of this country. Unless there is some other way to keep it out it will now reappear. The decision is being greatly deplored because the markets of the country had found themselves perfectly able to get along without colored tea, and now that the ban is removed, it will undoubtedly come in again. The opinion is expressed, however, that there is a remedy under the Federal Food and Drugs Act against artificially colored tea. That act provides that if an article of food is "colored, coated or polished so that inferiority is concealed, or so that it is made to appear of greater value than it is, the article shall be considered adulterated." Many persons believe that a prosecution against the seller of artificially colored tea will be successful on this ground.

* * *

It will be remembered that Marshall-Field & Co., the Chicago department store people, have been baiting the premium companies by announcing that they had ceased to handle goods which contained coupons. The premium companies are now in high glee because they have discovered that Marshall-Field & Co. only discontinued the coupons of outside concerns and is still busily distributing its own coupons.

Some of the premium people found a Marshall-Field coupon in a spool of cotton and they are giving considerable publicity to the matter.

* * *

Saks & Co., department store people in this city, held a price-slashing sale of soap last week which attracted considerable attention. The sale was on Tuesday and Wednesday. The following soaps were sold at the rate of three cakes for 10 cents: Ivory, Milady, Fairy, Winona, Bath, Copco, Babeskin, Lifebuoy, Invincible (round).

These prices are, of course, far below the reach of any ordinary retailer, and there appears to be no use applying to the manufacturers, as they claim to be impotent under the present anti-trust laws.

* * *

The House of Rothschild has been taken into the bankruptcy courts. An involuntary petition was filed against it by the "Merchants' Trade Journal," to whom it owed $1,261; Adams & Eltinge, $17, and Benj. E. Taylor, $28.

The petition claims that the concern was insolvent for a considerable time before it actually ceased business, and accuses it of making a number of preferential payments. There is still considerable mystery about this concern, and nobody seems to know exactly what it proposes to do.

* * *

One of the most interesting functions ever held in this city was "Honest Weight and Measure Week," which ended last Saturday. The function was held under the auspices of the Weights and Measures Commissioner, whose idea was to concentrate in various ways for one week the minds of the people upon the question of weight and measure. On Sunday a large number of churches referred to the matter during their services. On Monday there were distributed in the public schools 800,000 pamphlets containing a brief history of weights and measures, with the idea of informing children of the importance of the subject in their every-day life. Also 800,000 tags were distributed, and the matter was variously referred to by teachers during the day.

On Tuesday a large number of retailers whose business is subject to the Weights and Measures Act emphasized their desire to give honest weight and measure by special advertising and by window displays. There was also a parade of several hundred retailers.

Wednesday was manufacturers' day, and at the three laboratories of the Weights and Measures Bureau various manufacturers of weighing and measuring devices exhibited scales and other appliances to show the progress of the art, the final development being the modern computing scale.

Thursday was consumers' day, and a number of consumers' associations held meetings led by the women's clubs. Friday was also consumers' day, being called "Home-maker's Day." The Housewives' League and various domestic clubs held meetings.

* * *

The American Fair Trade League is featuring a movement among the retailers of this city to organize a retail branch of the league. There was a meeting at 200 Fifth Avenue last Friday afternoon for the purpose of organizing.

The purpose is to oppose premiums and coupons of all kinds, and it is said that this will take the form of a plan to amend the pending Stevens' bill so as to control coupons and premium devices.

* * *

The cases against Armour & Co. and Swift & Co. for a failure to mark the weight on their cased hams and bacon have been on trial here during the week. Some reference was made to these cases several weeks ago. The State Weights and Measures Department claims that the casing on hams and bacon constitutes them a package, which makes it necessary to mark them. The packers claim that they are not packages and have declined to mark them. The object of the suit is to decide which is right.

The packers submitted testimony that the cost of the wrappings was about 40 per cent. per hundred weight of meat.

The parties have been given month to file briefs and the matte will therefore not be decided unti after that time.

The Superintendent of Weight and Measures announced that h was considering bringing a sui against every dealer who sold Armour and Swift hams or bacon without the weight being marke upon the package.

Summarized Market Conditions.

Tea quiet and unchanged, with low grades still very high and firm Russian purchases continue.—Coffee firmer, with good Rio and Santos commanding a small advance over last week. Milds unchanged with only better grades steady to firm. Java and Mocha unchanged. —Sugar quiet, with raw and refined both unchanged from a week ago. The consumptive demand improving.--Spot prunes firm and somewhat higher. Other dried fruits quiet and unchanged. Some demand for fancy seeded raisins at the 6½ cents price for August shipment named during the week. --New Columbia salmon lower than last year; average decline 5 to 10 cents per dozen. Domestic sardines quiet and unchanged.—Canned vegetables all unchanged. California fruits quiet even at the low prices for futures as compared with last year.—Wheat nervous and unsettled. Prices rather weak; crop reports very large.—Flour about unchanged; dull and quiet.

Pennsylvania Governor Vetoes Uniform Cold Storage Bill.

Admits Reason to Amend the Old Bill, But Thinks the New One Had Too Many Faults.

Governor Brumbaugh, of Pennsylvania, has vetoed the uniform cold storage food bill, and the trade will therefore have to worry along for another two years under the present act. In the opinion which accompanied the veto, the Governor admits the need of amending the old law, but thinks the proposed uniform measure too faulty on its own account. The opinion is as follows:—

> Although this bill is called a "uniform" one, no State has as yet placed it on the statute books.

The surest regulation of the cold storage food problem would be by National enactment, and until the National government moves in this matter, which has to do largely with interstate products, there will be no satisfactory treatment of the situation.

The present law applies to cold storage plants where products are kept for 30 days or more. The present bill changes this to 60 days, enabling foodstuffs to be in storage 59 days and not be counted as cold storage foods. This would not work to the good of the public.

This bill does not require the retailer to label cold storage products. The public under existing law do find such products labeled. This would open the way for the sale to an unknowing public of the very sorts of food products that food laws are designed to prohibit.

The provision gives the commissioner the power to extend the time of storage products from 12 months to such time as he may fix, up to 16 and perhaps 17 months. This power ought not to be lodged in any one individual. Only contention and litigation would ensue.

The present law may be drastic. If so, and it works any injuries to legitimate dealers and companies engaged in this important storage business, the proper course is to get together and keeping in mind the purpose of the cold storage laws, and the welfare of the public, make such amendments as all parties in interest may, with those to whom is committed the important duty of safeguarding the people, agree are wise and proper.

Such a bill would be at the next session a welcome solution of the very vexing and difficult problem.

Here Comes Coffee Week Again.

Has Been Set for October 18-23 Next, and From Now on Trade Will Make Large Preparations For It. Poster, Window and Periodical Advertising Will all be Used to Sell More Coffee for Everybody.

The successful initiation of Coffee Week last year prompts us to invite the trade to participate in another extensive, inexpensive advertising campaign this fall to increase public understanding of coffee and promote selling efficiency. Our objective is not only to sell more coffee this year than ever before—to make this and each succeeding year the biggest in coffee history, but to fundamentally educate the people to the high appreciation of coffee it justly deserves.

Last year the Coffee Week movement accomplished effective results. It acted as a hearty stimulant to the coffee roasting business, and was responsible for improved conditions all over the country. A thorough investigation of the retail stores showed that the grocer willingly offered his co-operation. This year's programme, therefore, is not based on theory. It has not been developed on the strength of mere hopes. Each detail has been worked out on sound, hard, logical facts. The experience gained has made it possible for the coming campaign to be made bigger and broader and more efficient.

Throughout the year every effort is being made to help the grocer sell more coffee. In the month of October, as a big round-up of all the good work that has gone before, we "hit the line hard," with the whole week devoted to the promotion of coffee.

For the entire week—from October 18th to 23d—everything will be done to make the consumer buy coffee—talk coffee—learn coffee—and think and drink coffee. The week will be known throughout the country as "Coffee Week." It will be heralded by big poster announcements, and nothing will be overlooked in preparing the grocer's trade for six big days.

During Coffee Week grocers' windows will be great, big, mighty coffee advertisements, for the grocer and for the coffee roasting business. Besides the material that goes in the grocer's windows we will furnish them with excellent material for their counters and packages—even their delivery baskets.

This campaign is not for the benefit of any one or any one number of coffee roasters. It is not simply an advertisement for any one brand or make of coffee. Coffee Week is a big, broad movement instituted for the promotion of big and broad results—results that will inject the right spirit into the coffee roasting business.

GEORGE W. TOMS,
Secretary National Coffee Roasters' Association.

New York, June 16, 1915.

WANTED USED NATIONAL CASH REGISTER
Must be modern, a check thrower, in good condition and cheap, describe fully.
Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

Give Movie Tickets Instead of Trading Stamps

¶ Backed by the Universal Film Manufacturing Co., one of the largest moving picture concerns in the United States, we can show almost any retailer how he can set his town on fire with the most novel and appealing premium plan ever offered to the retail trade.

¶ See the little tickets appearing to the right of this advertisement? They are tickets entitling the holder to admission to moving picture theatres in the United States or Canada. You give away the tickets in various denominations with sales and the customer adds them together and uses them at any regular moving picture theatre. You can give away any value that you want to give. Any merchant with a moving picture theatre in his town can use this plan.

¶ We'll be glad to send you our literature if you'll fill in and mail the coupon at the bottom of this advertisement.

Robyn-Kander Movie Ticket Corporation
30 East 42d Street, New York City

SALESMEN—We have an attractive proposition for you in some good, open territory on liberal commission basis.

Robyn-Kander Movie Ticket Corporation, 30 E. 42d Street, New York, N. Y.
Gentlemen:—How can I utilize your Movie Ticket Plan in connection with my business, which is .....

Name .....
City ..... State .....

WITH THE EDITOR

The Suit Against Lit Brothers.

Of all the ridiculous lawsuits ever brought in this country by misguided plaintiffs, we believe the most ridiculous up to date is the suit brought against Lit Bros., the Philadelphia department storekeepers, by thirty seven retail merchants of New Jersey, Delaware, Maryland and Virginia. If that suit gets anywhere the writer will feel that we are back again in the age of miracles.

The Federal Trade Commission act, passed a few months ago, forbids "unfair competition," but leaves the courts to say what unfair competition is. Those behind this suit have built up a theory that when Lit Bros. cut the price of B. V. D. underwear from 50 cents, the regular price, to 35 cents, and advertised the cut in papers that were seen by customers of the thirty-seven plaintiffs, they were guilty of unfair competition, because they were trying to seduce the customers of the thirty-seven plaintiffs away with a price that the thirty-seven plaintiffs could not meet! If that is unfair competition, every retailer in the land is guilty of it every time he cuts a price. Every jobber who uses no salesmen is guilty of it every time he sells cheap for cash, and every jobber who sells sugar at cost is guilty of it as against the jobber who would get a profit on sugar if he could.

The United States Supreme Court has repeatedly said that the manufacturer himself could not stop a retailer from cutting a price, if he did not sell him direct, and if the manufacturer of the article himself has no rights, certainly Lit Brothers' competitors have none. We believe that Lit Brothers have a legal right—*so far as its competitors are concerned*—to sell B. V. D. underwear at 10 cents—at any price whatever. The goods are their own property, and no court on earth would deny them the right—so far, again, as competitors are concerned—to sell them at their own price.

We predict that this case will be instantly thrown out. Certainly it would be if brought in a court of law. Lit Bros. have simply been given the best advertisement of their life.

Veto of the Proposed Uniform Cold Storage Food Law.

This paper regrets that the Governor of Pennsylvania vetoed the proposed uniform cold storage food bill, and yet it is not altogether surprised. The cold storage interests made complete fools of themselves during the current session. They were not content with the bill proposed by the Uniform Statute Commission, and had to add some perfectly obvious snakes of their own. It serves them right to have the obnoxious act of 1913 on their hands for another two years.

We use the term "obnoxious" because we understand that nobody now denies that the law is obnoxious and sorely in need of amendment. But its worst feature, unfortunately, can not be cured by amendment. We refer to the fact that holders of cold storage food in other States, having no storage laws of their own and not being subject to the Pennsylvania law, can ship cold storage food in here without reference to the Pennsylvania act. It is not marked "cold storage" and therefore sells in our markets as fresh. Naturally our own cold storage food, having to be marked, cannot compete with it. But this can only be cured by the passage of a National act, which would make it illegal to send unmarked cold storage food into interstate commerce.

Amendment, however, would make the present State act vastly better, particularly by extending the periods during which food can be stored. The present periods are foolish and cost everybody, uselessly, a whole lot of money.

Retailers in Legislative Sessions.

In an article in the current "Saturday Evening Post" on the work of State Legislatures, the following pregnant paragraph appears:

> The retail merchant is in a constant state of perturbation until the session is closed, and generally the secretaries of the retailers' associations are constantly on guard to prevent some ambitious legislator from crippling the grocer, butcher or other merchant, by drastic, restrictive, foolish enactments.

How true this is—in some States. In Pennsylvania retailers do not seem to be in much perturbation, either over stopping bad laws or getting good new ones. According to State Secretary Howes, it was impossible to get them aroused this year, even over so important a matter as getting a salary garnishment act passed. Very well, they will of course feel no suffering over the loss of something which they did not want, but it is a pity, all the same.

All Subscribers, Attention!

The "Modern Merchant and Grocery World," under date of June 11, 1915, received the following letter from a Pennsylvania correspondent. The name is withheld:

——, Pa., June 11, 1915.

To the Editor.

Dear Sir:—We hereby take the liberty of asking your opinion as to the liability of the House of Rothschild, 30 E. Twenty-third street, New York City.

We thank you in advance for a prompt reply.

Yours truly,

* * *

We wish to make the point to this subscriber and to all others, that the only way to get your money out of a trade paper is to use the paper. Several weeks ago this paper published a complete description of the methods of the House of Rothschild; since that we have published other articles about it, yet here comes this estimable subscriber, weeks after it all appeared, asking for information which he would have had long ago if he had read the paper which he pays $3 per year for in advance.

What is the use of buying clothes if you're not going to wear them, of buying a horse if you're not going to drive him, of subscribing to a trade paper if you're not going to read it?

Pennsylvania Organization Notes.

Mr. Smedley has accepted an invitation to address the retail grocers of Atlantic City on June 23d.

* * *

The Bethlehem Association has recently added several new members.

* * *

Great preparations are being made for the big grocers' picnic of the Pittsburgh Association on July 21st. Last year there was an attendance of over 20,000.

* * *

The Pittsburgh Grocers' Association has moved into its new rooms on the third floor of the Penn office building. They are splendidly furnished and are large enough to accommodate the members at the meetings. This is an active organization and the only association in the State to send delegates to the National Grocers' Association.

* * *

At the grocers' picnic at Pittsburgh a Ford five-passenger touring car will be given away.

* * *

The Bellwood Board of Trade affiliated with the State Association is making rapid progress. A big picnic has been arranged for and the association recently conducted a successful clean-up week. The women of the town have formed a Civic Club to aid the Board of Trade in its work.

* * *

The Tarentum Association is cementing the friendly relations between the farmers of the vicinity and the business men. Several friendly exchange of visits have been made. Result—better business for Tarentum.

Plans are being made for a big Fourth of July celebration and the association is arranging for a down-town office to accommodate Secretary Spotts and his assistants.

* * *

McDonald business men held a big booster day on June 9th. Thousands were in attendance. Prizes were given for farmers bringing in the largest crowds, for those traveling the longest distance, for the earliest arrivals, for largest purchases, to the first couple getting married. There were bicycle races, baseball games, pie eating contests, barrel races, egg contests and a greased pig race. Music all day. It was some event.

* * *

Mr. Smedley will address the merchants of Plymouth on June 30th.

* * *

Mr. Smedley addressed the Merchants' Association of Freeport on June 8th. There was a large attendance. Both President Steffers and Secretary McGraw are working hard to make the

34

If you have any doubt as to the part which nationally advertised products are playing in the world to-day, look around your store sometime, excluding bulk goods. You will see nine nationally advertised brands to every unknown brand.

What is this, if not a response to a popular demand?

If it is a popular demand which has put nationally advertised brands where they are, why don't you harness that demand up to your own cart?

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills, "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

ESTABLISHED 1808

John R. McFetridge & Sons

Printers and Publishers

FINE CATALOGUE AND COLOR WORK

No. 927 Arch Street, Philadelphia

association a big success. The association has been chartered and has adopted its by-laws. Plans are in contemplation for many civic matters.

* * *

Mr. Smedley visited the Punxsutawney Business Men's Association on June 10. The attendance at the meeting was a large one and there was much enthusiasm. E. O. Spotts, secretary of the Tarentum Association, was a guest and he made a splendid address, confining his remarks to "Town Loyalty and Credits," two subjects which he handled in a masterly manner. Mr. Spotts is master of his subject and he gave his hearers facts based on his many years' experience with the Tarentum Association. Mr. Smedley addressed the meeting and made several suggestions looking to an enlargement of the scope of the organization. At the conclusion of the meeting plans were made for a big Independence Day celebration. Lunch was served at the Palace Restaurant. President Loeb and Secretary Rearick are determined to double the membership before the convention.

* * *

Mr. Smedley addressed the retail grocers of Reading on June 15th and the convention of Lehigh Valley merchants on June 16th at Allentown. On June 18th he was the guest of Sunbury merchants in an inter-county trip.

Business Failures Still Show Increase.

May, 1915, Records Show More Disasters Than May, 1914. Increase Smaller Than It Has Been, However. Liquor Failures Nearly Double Last Year.

The official report of failures for May, 1915, duplicates the condition of several preceding months, and shows an increase in failures in all lines as compared with May of 1914. The increase is smaller in many cases, however, although the failures in the liquor business in May, 1915, were nearly twice what they were in May, 1914.

The figures are as follows:—

General Stores.—May, 1915, 164; liabilities, $1,148,914; May, 1914, 123; liabilities, $805,283.

Groceries.—May, 1915, 272; liabilities, $1,027,637; May, 1914, 199: liabilities, $1,081,127.

Clothing and Furnishing.—May, 1915, 136; liabilities, $883,202; May, 1914, 83; liabilities, $567,398.

Dry Goods.—May, 1915, 90; liabilities, $1,434,160; May, 1914, 50; liabilities $496,879.

Shoes.—May, 1915, 45; liabilities, $295,624; May, 1914, 32; liabilities, $527,588.

Hardware.—May, 1915, 37; liabilities, $383,416; May, 1914, 23; liabilities, $438,198.

We would be pleased to have for publication in this column the ideas of our readers upon trade topics, it being understood that we do not hold ourselves responsible for any views expressed therein. All communications must be accompanied by the writer's name and address as an evidence of good faith, but not necessarily for publication. All inquiries within our power to answer will also be noticed in this department.

An Endorsement From a High Source.

New York, June 14, 1915.

To the Editor.

Dear Sir:—We are writing you to ask your permission to circulate among the retailers copies of the attached article from your paper.

This article is very good and we would greatly appreciate your permission to use it to further the educational work which we are doing.

Thanking you in advance, we beg to remain. Yours truly,

AMERICAN SPECIALTY MANUFACTURERS' ASSOCIATION,
H. F. Thunhorst, Secy.

Permission has been given to use the article in question, which is as follows:—

GIVE YOUR JOBBER A SQUARE DEAL AND OTHER PEOPLE WILL GIVE YOU ONE.

The pest of a retailer's life is that particular type of customer who sends goods back that she has ordered—not always in saleable condition. She finds she doesn't need them, or she doesn't like their appearance, or she has changed her mind.

These customers are almost always women, and some excuse exists for them, perhaps, because they are women. But it is hard to find excuse for a man—a business man—who puts his name to a written contract and then repudiates it. A surprisingly number of retail business men will at times do this. They give a written order for goods and then change their minds.

But changing one's mind doesn't change one's contract. There it is in black and white, a live reproach for an unfair act, a code of business ethics broken, a violation of the golden rule.

* * *

A New Idea That May Have Something In It.

New York, June 15, 1915.

To the Editor.

Dear Sir:—Pursuant to instructions of the Executive Committee, we bring to your notice the advisability of vigorously encouraging a "get together" movement on the part of retail grocers in your several localities.

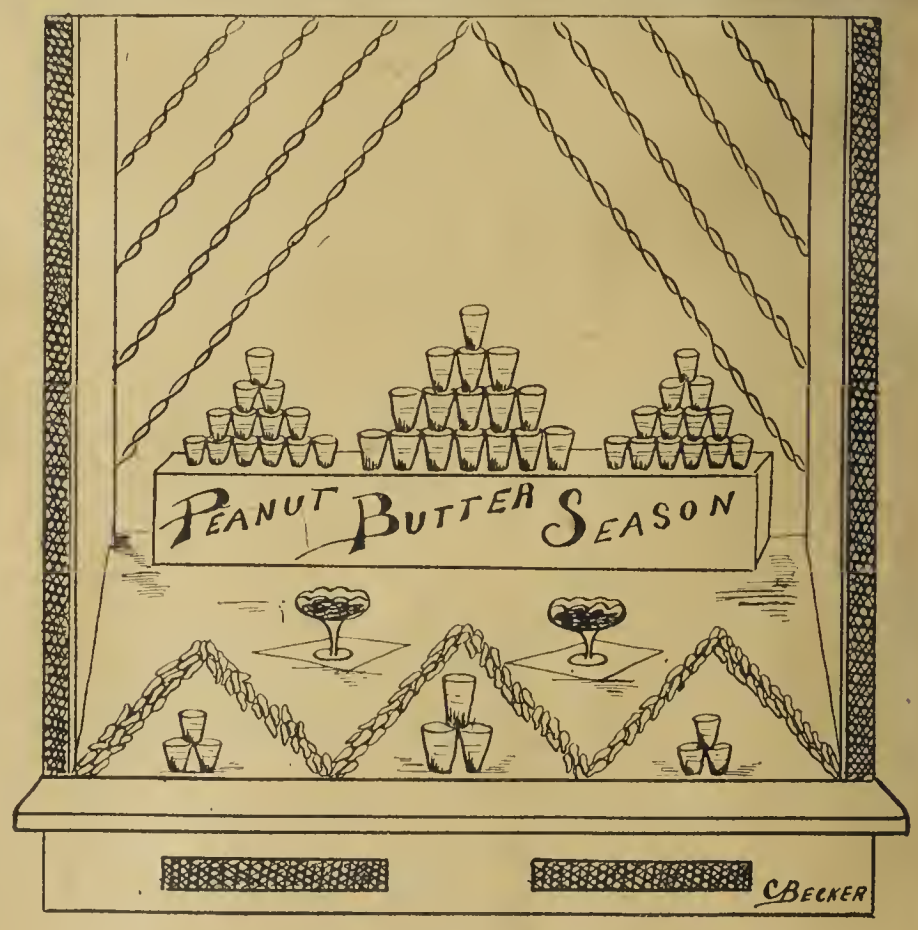
Some weeks ago there was a meeting held in Columbus, Ohio, in the evening, which was well attended by the retail grocers and their ladies, also their clerks, and quite a number of roasters and their representatives were also present. The meeting was announced as a "Coffee Rally of Wholesale and Retail Grocers, Coffee Roasters and Salesmen, under the Auspices of the Columbus Retail Grocers' Association," and the programme consisted of addresses, music, singing and moving pictures. Three members of our association, viz: Messrs. F. J. Ach, of Dayton; M. H. Gasser, of Toledo, and C. W. Brand, of Cleveland, spoke at the meeting. These gentlemen reported that the meeting was of very great interest and that the impression among the grocers seemed to be that it would be productive of good results. The nature of the meeting was along the line of the best means for the grocer to regain business in coffees, teas, spices, extracts, etc., that has drifted to other sources, principally the mail order and premium peddling houses. The two points chiefly dwelt upon were: the lack of interest on the part of the grocer and his clerks in pushing coffee, and the exorbitant profit that a good many grocers are seeking to make on coffee.

The Executive Committee carefully considered this subject at its recent meeting in this city, and, realizing the great possibilities that such gatherings present, directed that it be brought to the attention of members, with the request that all members who are located where retail grocers' associations exist earnestly encourage such meetings and contribute to their success by attending them and striving to enthuse the grocer with the vital importance to him of expanding his coffee business.

Yours very truly,

NATIONAL COFFEE ROASTERS' ASSOCIATION,
Geo. W. Toms, Secy.

Weekly Window Display Suggestions



Peanut Butter Display.

Your peanut butter will begin to sell rapidly now, so it will be well to display it. First cover the bottom of the window with white crepe paper. Then make a platform from boards about twelve inches high and six inches deep and cover this with white crepe paper. On the front of this make the words like they are in the illustration from brown paper. On top of this platform make three pyramids of the different size glasses of peanut butter. Twist strips about three inches wide of crepe paper and arrange it like the illustration. In the center of the window toward each side place two glasses of loose peanut butter on a couple of napkins, and in front of the window make triangle forms of choice peanuts and place a pyramid of the glasses in each one.

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 40

When goods reach you in bad order, don't jump at the conclusion that it was the jobber's fault. It may have been his fault, and if it was he will doubtless hold himself responsible. Mostly, however, it is the railroad's fault, and it is wholly unfair to hold the jobber responsible by making claims and deductions against him. It is just as unfair in fact, as it would be to arrest you for a violation of the food law which your neighbor committed.

The fair way is to learn whose the blame is and then go after him hard.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexsamer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.

Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiester, Reiff & Co., 36 S. Front St., Philadelphia

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.

The Grocery Markets

Tea.

The tea market shows no change whatever. Low grades are still very firm and high and will probably remain so for the time being at least. The market for new greens has opened during the week about on the same basis as last year, largely because these teas are not bought by the warring countries. The consumptive demand for tea is fair.

Coffee.

The coffee market is slightly firmer than a week ago and most holders are asking an advance of about a quarter cent per pound on all desirable Rio and Santos. Firmer financial news from Brazil appears to be the reason. Milds are unchanged and quiet. Java is quite firm but unchanged for the week. Mocha also unchanged. The consumptive demand for coffee is only moderate.

Sugar.

Sugar is exactly unchanged from a week ago, both as regards raw and refined. Granulated is still being quoted by all refiners at 6.10, but can be bought everywhere for 6 cents. The consumptive demand for sugar is improving on account of the fruit season.

Syrup and Molasses.

Glucose has advanced 10 points since the last report and compound syrup is slightly firmer in sympathy, although the demand is so light that it is hardly worth quoting. Sugar syrup and molasses are both unchanged.

Fish.

The catch of shore mackerel appears to be very large but most of it is now being sold fresh. New salted shore mackerel are being offered at from $11 to $12 per barrel in a large way, which is not particularly low considering the character of the fish. Irish mackerel are fairly well cleaned up at unchanged prices. Norways continue firm on the higher basis reported a week ago. The fact that there will be no deep sea fishing in Norway this year is the main reason. Cod, hake and hadddock are all unchanged. Domestic sardines are weak and there are plenty of offers of quarter oils at $2.40 in a large way, with some rumors of even less than that. Imported sardines show no particular change. Norwegian and Portuguese brands are reasonably sure to be higher according to the present outlook.

Canned Goods.

Tomatoes are unchanged for the week and in comparatively light demand. Some holders are talking higher prices, but the trade do not seem responsive. Corn and peas, both spot and future, are unchanged and quiet. There is a disposition to push imported Italian peas as a substitute for the Belgian brands. Italian peas have not been considered very high grade, but American agents are trying to induce the packers to take more care in their packing. They rule from $2.50 to $3 below the price of the Belgians. Apples are unchanged and quiet. California canned goods on spot are dull and easy. Practically all the packers are opening with new prices ranging from 10 to 25 cents below last year. The trade are not particularly anxious for new California canned goods on account of the large carry-over. Small Eastern staple canned goods are unchanged and dull.

Beans and Peas.

Pea beans are perhaps a shade lower than they were a week ago, with a light demand. Marrows are unchanged and moderately active. California limas are quite weak and easy, with no recovery from the previously reported low prices. Green and Scotch peas can be bought about 25 cents cheaper to come forward than on spot, but there is no demand. The price in a large way is getting back again to around $2 per bushel.

Eggs.

The egg market is steady and unchanged with a moderate consumptive demand. There is some falling off in receipts and no indication of any radical change.

Butter.

The butter market is active on the present basis of quotations. There is an increased consumptive demand as well as a demand for cold storage. The quality of butter arriving now is the very best of the season and no important change is in sight as long as the quality runs fancy and the storage demand continues.

Cheese.

The cheese market is dull with a light consumptive demand and prices about 2 cents lower than a week ago. This is due to increased receipts and the falling off in the demand for export. The market is now about a cent lower than a year ago and seems unlikely to drop any further.

Provisions.

All smoked meats are steady and unchanged, with an increased consumptive demand. Pure lard is steady and unchanged. Compound is steady with a light demand and a possible decline in the near future. Barreled pork, canned meats and dried beef are unchanged and steady.

Dried Fruits.

Spot prunes appear to be even stronger than they were a week ago, and a further advance of a half cent is reported. Future prunes are unchanged and quiet and not particularly strong. Peaches and apricots are still dull and unchanged. A new price on fancy California seeded raisins of 6½ cents for August and September shipments has been made. The balance of the dried fruit list is quiet and unchanged.

INDIVIDUAL MARKET REPORTS.

Imported Fish Specialties.

There is a better feeling and a better trade in the mackerel business. Business is by no means rushing. Still, prices are higher than they were two weeks ago, and it is likely that the advance will be maintained.

Our reports in regard to the cod fishing in Norway are very unsatisfactory Owing to the very stormy weather the fishing was hindered, and during the last week very little has been added to the total caught. Up to the end of May 58,400,000 individual were caught this season, against 68,600,000 individual in 1914; against 62,100,000 individual in 1913; against 87,300,000 individual in 1912. This indicates a great shortage in the catch this year. Naturally, prices for all grades of codfish in Norway are very high, principally because very high prices are being paid for the fresh fish, as there is an enormous export demand for the same. We are afraid that we shall have to reckon with very high prices this fall on Norwegian codfish of all kinds.

The sardine fishing in Norway is now in full swing, and it seems to be quite satisfactory, although the fish caught are very small, but just exactly what

A Service Department for Subscribers.

Are you thinking of buying a cash register, new or second-hand?
A coffee mill or roaster?
A computing scale?
A cheese cutter?
A cash carrier system?
An oil-pumping outfit?
A waste paper baler?
An adding machine?
An account register?
A slicing machine?
A refrigerator?
A typewriter or adding machine?
A safe?
A delivery wagon, team or motor?
New fixtures of any kind, or any store appliance?
Are you dissatisfied with your jobber?
Is there any other move you are about to make on which you would like some honest, fair, well-posted advice?

We can help you. We have all the principal catalogues of all the store appliances used by retail merchants on file in this office. You can see them if you call here, or we will send you any information from them which you want.

As to any other things, we have a staff here which is pretty expert about most things connected with merchandising. It is entirely at your service without limit and without price.

Generous? Not at all. On the contrary, selfish. The more we can do for you the longer we can keep you a subscriber. It is straight business all the way through.

SERVICE DEPARTMENT
Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

e want here in this country. All the ictories in Norway are very busy ex- uting orders which they have taken anticipation of the summer catch of rdines, and there is a lively competi- on for the fresh fish which is brought daily by the fishermen. The quality f the sardines is improving daily, and will soon be at its best.

There is no likelihood of real low rices for Norwegian sardines this eason, for the simple reason that the emand is too big, and if we are un- illing to pay asking prices, other coun- ies are only too glad to get the goods.

STROHMEYER & ARPE CO.
New York.

Evaporated Apples, Etc.

There is very little life to the local vaporated apple market. Holders are etting a few jobbing orders at from ½ to 9 cents per pound in 50-pound oxes, according to quality, but there s very little carload buying. Specula- ors consider these prices too high to urchase at.

New crop apples for fall shipment are ffered in carload lots on the basis of ½ cents per pound for prime quality n 50-pound boxes, but there is very ittle buying. Crop reports continue to ome in, advising that the crop equals n size that of two years ago. The eneral opinion is that these prices are oo low, based on the size of the crop, ut the European situation prevents any peculative buying.

C. C. HALL.
Rochester, N. Y.

Spices.

The market is more active and there ave been some changes during the week. Italy entering the war has had tendency to raise prices on articles f Italian origin, or that are shipped hrough that country. Stocks are ex- eedingly low on many items and ad- ances are predicted.

Pepper.—Is steady, but unchanged. Prices are firmer and likely to go high- r, due to the fact that stocks are very ow and there are few shipments com- ng in. Much attention has been paid o it for future deliveries, inasmuch as he spot supply is running very short.

Cloves.—Slightly lower in price, with only a fair demand. Prices are irm and the tendency is upward.

Mace.—In fair demand and prices are teady. To-day's prices are considered ow and safe. Higher prices are pre- licted for July and August sales.

Nutmegs.—In fair demand for all grades. Supplies have been short dur- ing the week and the present scarcity is very marked.

Cassias.—All grades are in fair de- mand. There is no likelihood of any change in the future.

Gingers.—In fair demand, with few changes. Prices are steady and supplies for the next eight months seem to be insufficient for the demand.

Green Ginger Root.—There have been no arrivals as yet on this article. In- quiries for same are very brisk. Con- tracts are being taken for delivery dur- ing June and July. First arrival is ex- pected with a week or ten days' time.

Seeds, Herbs, Etc.—There has been some advances during the week. Cara- way and poppy are higher, but stocks of same are low. Celery seed easier. Other articles unchanged in price.

MCCORMICK & CO.
Baltimore, Md.

Standard Canned Goods.

Ideal weather conditions have had a good effect upon the growing crops in this section. The various articles will come along at the usual time and there will be no shortage of anything, unless something extraordinary happens be- tween now and harvest time. To all appearances, the unsettled weather con- ditions of the past two weeks have been dissipated, and we are sure that both the canners and growers in this section are very much "dee-light-ed."

Tomatoes have again proved that they are still first in the hearts of the job- bers. Buyers in all sections have been in a very receptive mood at the pre- vailing market prices and the orders came in goodly numbers for quick shipments. Spot tomatoes have been bought freely this week, whilst other lines have been neglected. The de- mand for No. 2 tomatoes still continues, and a significant feature of this week's trading is that they are being bought for shipment to sections of the country that have never been friendly to them heretofore. No. 3 tomatoes still oc- cupy a warm place in the trade, and the demand for them continues very good.

The interest in future tomatoes was not as marked as last week, but the prices are the same and the canners are standing firm at the present quo- tations. A majority of them declare their faith in higher prices during the canning season and there may be some developments later on that will prove their convictions to be correct. They are banking particularly on a reduced acreage of tomatoes, but that is an open question which will give its positive answer during canning season. We do not think that there need be any un- easiness on this score. On the other hand, we remind you that the cost of production of tomatoes is nearly on a level with the prices for future deliv- ery, and on this basis we think toma- toes for shipment out of the 1915 pack can be bought with safety.

THOS. J. MEEHAN & CO.
Baltimore, Md.

ASSOCIATION NEWS.

Pennsylvania Retail Merchants' Association.

Every retail merchant, and every organization serving retail mer- chants, is invited to attend the nineteenth annual convention of the Retail Merchants' Association of Pennsylvania at Exposition Park, on Conneaut Lake, Tuesday, Wednesday and Thursday, Septem- ber 7, 8 and 9, 1915. Each affili- ated association is entitled to two delegates for each one hundred or less members and one additional delegate for each additional one hundred members or majority frac- tion thereof. No delegates can vote until their capita tax is paid. All merchants may participate in the convention. Only delegates may vote. Seven hundred dollars will be divided pro rata among associa-

Now It's Time
to suggest
MAPLEINE
delicious flavor for ices, punches, summer desserts.
ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.
CRESCENT MFG. CO.
SEATTLE, WASH.

To the merchant
—Who Is Discouraged.
—Who Finds His Sales Falling Off.
—Who Has to Meet the Big Mail Order Competition.

THE Sperry SYSTEM
of
National Service

Offers a means to better things

To—
Renewed Confidence
Increased Sales
Drawing power which will enable him to laugh at the big catalog house competition

The Sperry system of profit sharing, through the use of the Famous S.H. Green Trading Stamp and the Hamilton Coupon has lifted thousands of retail merchants out of the Slough of Despond.

It Can Do the Same for You

The Sperry & Hutchinson Co.
2 W. 45th Street NEW YORK CITY
George B. Caldwell, President

tions sending delegates on the basis of one point for each mile traveled, to aid them in sending delegates. Hotel Conneaut is the official hotel. Convention will be held at the Auditorium. Use mileage books or excursion rates to Conneaut Lake. J. A. Edgar, Frankford, Pa., has the programme in charge. Secure reservations from H. O. Holcomb, Exposition Park, Pa.

ITEMS OF GENERAL INTEREST.

Growth of Plan to Charge Cash and Credit Customers Different Prices.

The plan for separating the price of merchandise from the cost of service incidental to it appears to be growing on the Pacific coast. J. J. Suess, who is a pioneer in the grocery business and whose store in Redlands is one of the largest in Southern California, has adopted the plan of selling groceries at a discount of 5 per cent. for cash and another 5 per cent. if there is no delivery. The Suess store carries a stock of around $30,000 and has invested in the business perhaps $50,000 to $60,000. Yoast & Son, one of the largest grocery houses at Glendora, Cal., also has adopted identically the same plan. In their advertising they quote both the list price and the net price. Grain, feed and sugar (15 pounds for a dollar) are sold net. Following are the Yoast prices as quoted in their last advertisement:—

	Regular Price	Cash Price less 10%
Suetene, large	$1.35	$1.22
Suetene, medium	.70	.63
Cal. Flap Jack, 2 pkgs.,	.25	.22½
2 cans Iris tomatoes	.25	.22½
3 cans standard tomatoes	.25	.22½
3 cans standard corn	.25	.22½
2 cans fancy corn	.25	.22½
3 cans Sego milk	.25	.22½
3 lbs. head rice	.25	.22½
Flaur, large sack	2.20	1.98
Flour, small sack	1.15	1.00
3 lbs. crackers	.30	.27
1 lb. can chocolate	.30	.27
Coffee, 3-lb. Newmarks	1.10	1.00
Macaroni, large size	.25	.22½
3½ lbs. L. W. beans	.25	.22½
3½ lbs. pink beans	.25	.22½
Carnation wheat, large	.30	.27
Sperry oats, large	.25	.22½
Kellogg's corn flakes, 3 pkgs.	.30	.27
Schilling's baking powder, 1 lb.	.45	.41

Indiana at Last Allows Use of Benzoate of Soda as Food Preservative.

The ban on the use of benzoate of soda as a food preservative in Indiana has at last been officially removed. The fight over this has waged for several years. The Indiana Food Department has issued the following order:—

Your attention is called to the passage of the following order at the last quarterly meeting of the State Board of Health:—

"Whereas the decisions of the Supreme Court of the United States in cases concerning the sale of food transported in interstate commerce and sold in original packages reserve to officials charged charged with the enforcement of Federal Food and Drugs Act the authority to regulate the labeling and character of such foods, the chemist to the State Board of Health, who is the State food and drug commissioner, is hereby instructed to follow without exception the regulations for the enforcement of the pure food and drug act, promulgated by the Secretaries of Agriculture, the Treasury and Commerce and Labor, in the enforcement of the pure food and law, chapter 104, acts 1907, in the case of all food sold in interstate commerce in the original unbroken package."

Pursuant to this order all food inspectors and the grocery trade are advised that hereafter no objection will be made to the sale in interstate commerce, in the original unbroken package, of food which is preserved with sodium benzoate or sulphur dioxide, provided that each container or package of such food is plainly labeled to show the presence and amount of preservative.

Your attention is further directed to the fact that the rules promulgated for the enforcement of the Federal food law govern procedure in Indiana and that, in effect, all goods in the original package are to be accepted as legal if they comply with such regulations.

H. E. BARNARD.
State Food and Drug Commissioner.

Your Trade Wait for This, Brother

Chase-O is a laundry crystal that cuts the work of washing down about seventy-five per cent. The clothes are boiled with soap and a little **Chase-O** and the **Chase-O** does the work. Costs five cents.

Every woman is looking for some way of saving work. Get her once using **Chase-O** and she'll sell her china after that to get it.

Ask your jobber or ask us.

Chase-O Manufacturing Co.
45 South Front Street, Philadelphia, Pa.

Where to Get Premium Goods

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Advertising Novelties.
A. C. Bosselman & Co., 1 E. Thirteenth St., New York City.
R. M. Doernberger, 115-117 Park Row, New York City. (13)
Advertising Novelty Co., Newton, Iowa. (6)

China.
Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.
Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (10)

Cooking Utensils.
Aluminum Products Co., La Grange, Ill. (10)
American Aluminum Mfg. Co., Lemont, Ill.
Buckeye Aluminum Co., Wooster, Ohio. (26)
Lafayette Stamping and Enameling Co., W. Lafayette, Ohio. (13)
Republic Stamping and Enameling Co., Canton, Ohio.
The Vinton Co., Central Building, Portland, Ore.

Cutlery and Optical Goods.
Singer Brothers, 82 Bowery, New York City.

Dishes.
Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

Egg Separators, Strainers, Pancake Turners.
Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.
Interstate Electric Novelty Co., 29 Park Place, New York City.

French Ivory Premium Articles.
Yale Novelty Co., Leominster, Mass.

Games.
J. W. Hance Foundry Co., Waterville, Ohio.
Wm. Fuld, 1226 W. Central Ave., Baltimore, Md.

Glassware Novelties.
Jeannette Glass Co., Jeannette, Pa.

Household Specialties.
Dorsey Mfg. Co., 78 Broad St., Boston, Mass.
Kitchen Spec. Mfg. Co., Reading, Pa. (22)
Wachusett Specialty Co., Worcester, Mass.

Ice Picks and Tongs.
Wm. P. Perkins, 118 Nassau St., New York City.

Jewelry.
Clark & Coombes Co., 162 Clifford St., Providence, R. I. (20)
Geo. W. Dover Co., 79 Ship St., Providence, R. I.
Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.
Fray Jewelry Co., 9 Federal St., Providence, R. I. (10)

Nail Files, Puzzles, Key Rings.
Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.
Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.
Pencil Exchange, 69 Fleet St., Jersey City, N. J.
Souvenir Lead Pencil Co., Cedar Rapids, Iowa.
J. Ullrich & Co., 27 Thames St., New York City.

Post Cards, Etc.
E. C. Kropp Co., Milwaukee, Wis. (Special post cards made to order.)
Mail Dealers' Wholesale House, Chicago, Ill. (10)

Premiums.
Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.
F. E. Wilson Mfg. Co., Lancaster, Ohio.

Rugs.
Edw. H. Condon, Stonington, Me.

Rulers—Steel and Wood. Yardsticks.
Wm. P. Perkins, 118 Nassau St., New York City.

Shears.
Atlas Shear Co., Bridgeport, Conn.

Toilet Sets (Brush, Comb and Mirror; Manicure; Shaving).
Ellis & Golterman, Inc., 122 W. Twenty-seventh St., New York City.

Wire and Metal Goods Novelties.
E. A. Bulman Mfg. Co., Grand Rapids, Mich.
Rockwell-Clough Co., Alton, N. H.

How to try for Part of $5000.00

411 CHANCES TO WIN

Entered in The Ladies' World-Westfield Window Prize Contest

Below is Official Entry Streamer

IDENTIFICATION:

To let the people who pass your store know that you are a Westfield Grocer, place this Transparent Sign on your window. It is the identification mark we are impressing so vividly on the buying public of the nation among whom surely are many of your customers and prospective customers. The sign is sent you free on request to McClure Publications, Inc., McClure Building, New York.

First—you can't lose!

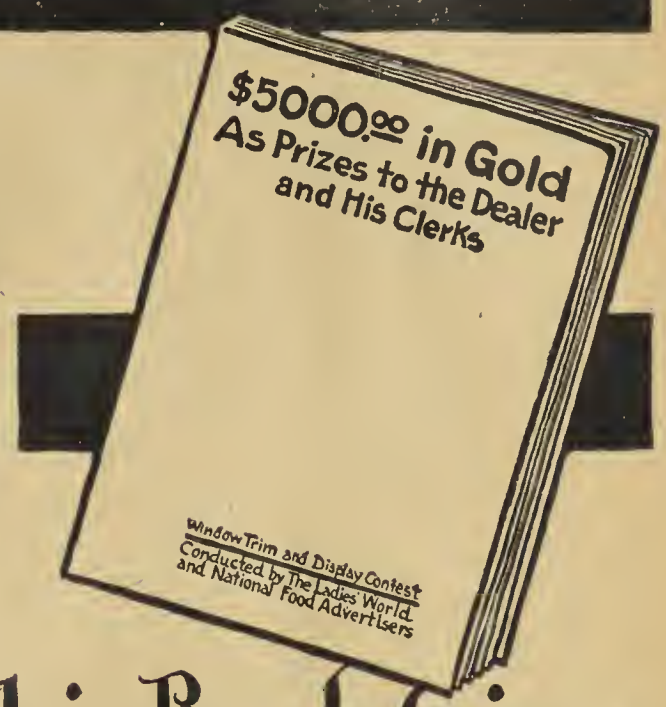
For whether or not you win one of these easily gotten prizes, you simply must win business for yourself anyway. If you put to work the principles we are going to suggest, you will find bigger, better and more profitable business naturally gravitating to your store through the sheer force of the Westfield Idea.

22 Manufacturers, the Ladies' World, McClure's Magazine and 103 newspapers of importance are combined to urge you to try your hand at your best window dressing style and win anywhere from $250 down—411 chances—imagine, to get a prize!

There are practically no conditions. You don't need to buy anything. Just lift from off your shelves any of the products grouped below and combine any or all of them into a window or counter display. Use one of the official entry streamers. Send us a photograph and you are in the race. A 50 to 1 winner.

Contest is Open Now
It Closes July 1st
Awards Made and Announced Immediately Thereafter

This is one of the various moves to dramatically induce more dealers to take advantage of the profits awaiting them in the Westfield Movement, with its tremendous force, with the advertising and editorial discussions appearing nationally and locally, being read by the very people who pass your store.


$5000.00 in Gold
As Prizes to the Dealer
and His Clerks
Window Trim and Display Contest
Conducted by The Ladies' World
and National Food Advertisers

This Book Gives the whole story.

Aside from being a most helpful book on the art of window dressing, it answers every possible query about the contest; lists all the individual prizes offered and gives in colors, handsomely engraved suggestions for making your store and window more attention attracting and sales inducing. Contains the specific offers made by McClure Publications and by 17 Manufacturers individually. Offers that you cannot afford to overlook whether or not you enter the contest. The book is over 60 pages. Well bound for your book case and has cost us considerable to produce.

It is sent free.

A postal or letter to Dealer Service Department, McClure's Publications, Inc., McClure Building, New York, will bring you a copy of the Westfield book of Pure Foods and a Westfield Transparent Sign for your windows.

Push these Products and profit by their advertising.

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

Special Sales.

Don't some of these special sales you see advertised make your feet swell with rage?

I mean the reasons they give for 'em.

You don't see any in our business, none of the foolish ones, I mean. Somehow none of our people seem to have gotten into that, or may be our business ain't the kind you can do it with.

Seems to me every day or two I see something like this in a paper: "Our senior partner ate too much scrapple yesterday and he has had a bad pain in his tummy ever since. This has made it necessary to mark all our splendiferous stock of harness 200 per cent. below cost! Come one, come all."

Nothing to it at all! Just a peg to hang a sale on. D'ye suppose anybody believes 'em any more? You'd think they wouldn't, but by gee, look at the fathead crowds that always have their hats and coats on, ready to push in.

The grocer ain't entirely helpless. He could sure put up as good a bluff as a lot of the others do. Listen here—why couldn't he advertise like this:—

Grand Dissolution Sale.

The warm sun of last Friday, shining in our beautifully trimmed windows, dissolved a pile of our justly celebrated maple sugar. Therefore this mighty Dissolution Sale! All maple sugar that might also be attacked by the warm sun and be dissolved will move out in this Dissolution Sale without regard to cost!

Come see it melt.

I think this one's even better:—

Our Wonderful Gum Boil Sale.

We have just recovered from one of the worst gum boils which ever afflicted a human body. Being grateful for the relief now felt and wishing to celebrate in some way, we will next Monday inaugurate a

GIGANTIC GUM DROP SALE.

Mountains of gum drops will be offered in this mammoth gum boil festival at 4 cents a pound. Call and hear our own story of the big boil and all we did for it.

Celebrate with us!

There's every bit as much sense in that as there was in a special sale I saw the other day. It was a clothing sale where the fellow said he had to mark everything below cost because two of his partners had made a bet that they'd do so much business in the year and they simply had to do it. Why honest, when I read such goop as that I get sore that these fellows think I'm pinheaded enough to take it in!

One of my customers said to me the other day, "What'll I do to boom business? Things are fearful dull just now."

I didn't know what to tell him. It's sure hard in our line of business to do much that's out of the ordinary. Don't you see what I mean? I told him that a shop-worn prune sale wouldn't be bad, but he handed me a sour look and I begged his pardon.

I might have told him to have a special sale of slightly used switzer cheese. I think I'll write him about that to-night.

I know a fellow who sold out a good stand on this account. He used to be in the dry goods business, but his wife had a grocery store willed to her, and he sold his dry goods store and went into groceries.

"Honest, I don't know what to do," he said to me one day. "My long suit's special sales. I can get up a special sale that'll pull 'em in even if they have to be carried to the store. I love that kind of work and I never fell down in it in the dry goods business but once. When I went into this line I didn't stop to think that it was different that way. Why I simply can't hold special sales here—what'll I sell? You can't accumulate anything—you've got to sell it out and get rid of it while it's fit to eat."

I had to admit that was so, though that was the first time I ever thought much about it. D'ye know that thing worked on him so that six months after that he sold out his place and went back into dry goods? Where he could whoop 'em up once in a while—I can see how he felt exactly. THE STROLLER.

How the Canadian Jobbers Do It.

The following notice, which is taken from the "Maritime Merchant," an excellent Canadian publication, shows ho the jobbers of Canada solve some their problems:—

NOTICE.

The undersigned wholesale grocers have agreed to change their terms to conform to the terms of the wholesale grocery trade in the other Provinces of the Dominion.

On and after May 1, 1915, the terms will be cash within 30 days; no discount for prepayment; interest charged after 30 days.

Bauld Bros., Ltd., Halifax.
Cape Breton Wholesale Grocery Co., Ltd., Sydney.
Percy B. Evans, Springhill.
McCulloch, Creelman & Urquhart, Truro.
R. McGregor & Sons, Ltd., New Glasgow.
Morrison, Ltd., Amherst.
Payzant & King, Halifax.
R. B. Seeton & Co., Halifax.
A. & W. Smith & Co., Halifax.
A. & W. Smith & Co., Sydney.
John Tobin & Co., Halifax.
J. L. Wilson & Co., Halifax.
Wood & McConnell, Ltd., Sydney

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

About a "Cranky Boss."—If you are working under the supervision of what the average clerk calls a "cranky boss"—accept my congratulations.

Congratulations are in order because there are so few of us.

The so-called "cranky boss" or manager is the very kind of a man you need if you yourself have the stuff in you to meet his requirements.

* * *

In the first place the term "cranky" is wrong. It's a crude term and a vulgarism, and decidedly misapplied.

Because your boss is a man of business or, in other words, a *particular* man, he is dubbed a "crank." He doesn't mind the dub—but you should.

What he asks is thoroughness, and it's this driving to thoroughness that makes men of us.

Why, if it hadn't been for the "cranky boss" you'd be writing orders to-day with both your elbows on the counter. You'd have a loop and a streamer on all your tied-up packages. You'd have things just about as they were when we began to make our own paper bags.

* * *

A fine schoolmaster is the cranky boss. He will teach you about the ways to win. He will call you down when you ways conflict with his ways. He will lead you into the broader and better fields. He will keep you from getting moss grown.

* * *

The Term "Problem" Is Wrong.—"The problem with me," said a young fellow to the writer not long since, "i to get along." But that isn't a problem—a problem is something that require solution. Now, don't any of you boys look upon advancement as a problem and never use the term in that connection.

Getting along is the result of cause and effect. If you, the cause, don't go to work to make the effect—there will be no effect.

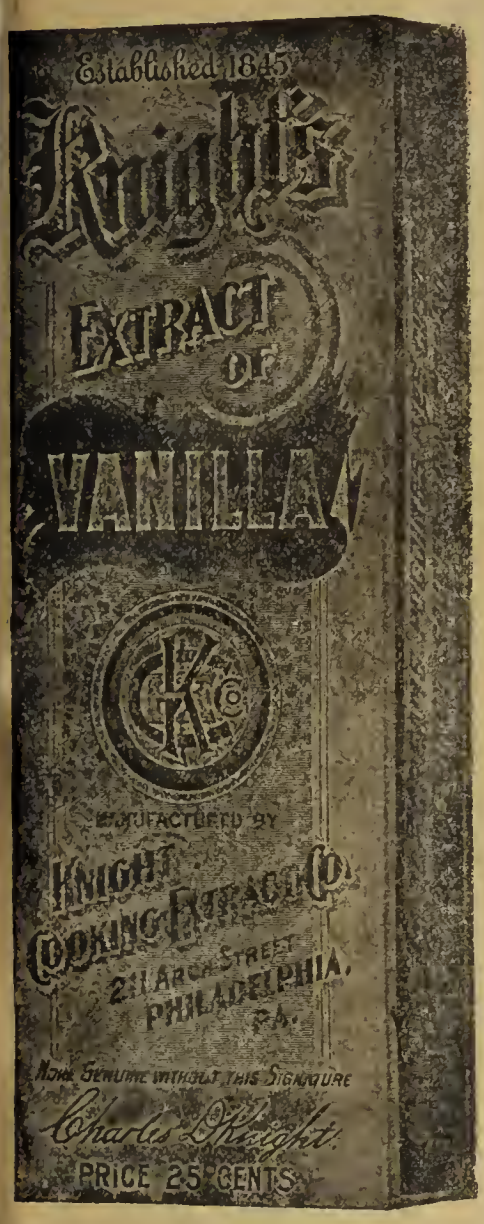
Supererogation is a big uncommon word, but if put into action it becomes a factor in "getting along." It means doing more than your duty demands.

* * *

It's doubtful if you can point to a man of your acquaintance in the grocery business who occupies a responsible position who didn't gain that position by throwing his "duty" shackles off and tackling anything that came along. When a thing needs to be done and you can do it, but very pointedly say, "No, it isn't my work," your measure can be taken right on the spot.

Make up your mind to take hold of that big word—"supererogation"—and make something out of it. Write it down on a card and stick the card in the side of your mirror, and when you're combing your hair in the morning the full meaning will be impressed on your mind before the day's work begins, and resolve that with an honest heart and a free conscience and a clear brain, you will start and be somebody. Raise your own salary.

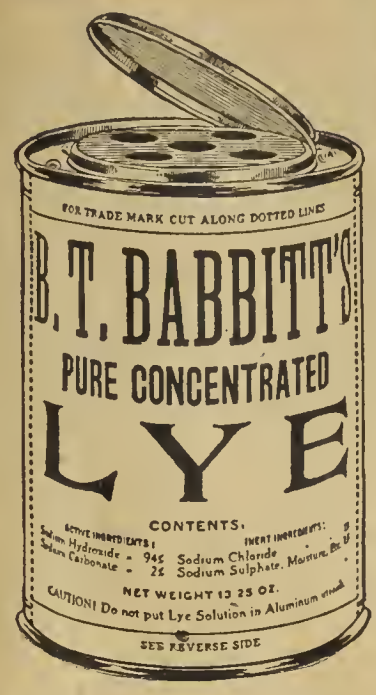
This Tells the Tale



A product which has been on the market fifty-eight years is a product which has stood the hardest of all tests—the test of time. **"Knight's Cooking Extracts"** is a phrase familiar to man, woman and child, from the Atlantic to the Pacific and from the Lakes to the Gulf. It is easy to tell why; no housewife ever had a bottle go back on her and no housewife ever will. Good extracts must be on your shelves. Grocers, if you sell Knight's Extracts we need say nothing more to you; if you don't, we want one order from you—we are sure of more. You are certain of their absolute purity and a good profit.

KNIGHT'S
Cooking Extract Co
No. 211 ARCH STREET
PHILADELPHIA, PA.

BABBITT'S
PURE CONCENTRATED LYE



"Keeps its strength to the greatest length"

and that's why consumers know it's "The Lye to Buy." There are many uses for lye and its virtue all lies in the way it is made, just as its sale depends on the way it's advertised. We keep up its quality and strength. It is unequalled as a home soap maker, disinfectant and deodorizer. The new sifter top tin makes it handy for the consumer to use. Call your customers' attention to this new package and you have additional sales and profits. The Trade Marks are good for valuable and useful presents.

B. T. BABBITT, Inc.
NEW YORK CITY

Every Customer Who Tries Hooton's Cocoa

on your recommendation will be a *better customer* for you than ever, because the Quality, Fine Flavor and Big Money's Worth will make her grateful to you. This also means she will always buy it and you can count on steady sales. We give you a special opportunity to handle **Hooton's Cocoa** profitably, and we have a special proposition that will start it selling over *your* counter. We'll gladly explain if you write us.

Coffee Sermonettes

No. 9—Personal Service

TEXT. "There is an Honor in business that is the fine gold of it; that reckons with every man justly; that loves light; that regards kindness and fairness more highly than goods or prices or profits." —Anon.

This is a little sermon on PERSONAL SERVICE. The volume of our sales shows a steady increase month after month. We find the explanation in the quality of our goods and in the PERSONAL SERVICE which we are rendering our customers.

By PERSONAL SERVICE we mean that every order shipped is carefully selected and thoroughly cup tested by the president of this company. Further, every order is inspected and followed so as to make sure that the shipment will be not only satisfactory, but absolutely uniform as compared with any previous order.

Nine years ago this business was practically an unknown quantity. Today we are receiving requests for samples from Maine to California and are making shipments over this country and Canada. Our business has grown to its present proportions because we have capitalized this element of PERSONAL SERVICE and developed from it a business confidence which cannot be shaken. Give us the confidence of any dealer, and, although we may not at once secure his business, he will eventually send to us for his supplies.

Our business success rests upon these three factors—PERSONAL SERVICE, CONFIDENCE and SURVIVAL VALUE. We are in a position to secure for our customers the cream of the coffee market. We give you the advantage of our experience in selecting goods, and we deliver always the very coffee the purchasers believe they should receive.

The
William B. Harris Co.
Cup Quality Experts
Teas, Coffees, Spices
65 Front Street New York
(Copyright)

No. 316.—If You Have a Bank Account and Confidential Employees, This Article Will Help and Interest You.

In this article I shall describe the case of a wholesale dealer who fell into two traps, both of which lie at the feet of almost any business man. Both may involve the loss of large sums of money—in the case I shall describe, the sum almost equalled the victim's entire capital. My effort will be to show how both traps can be safeguarded.

The dealer in question is the best salesman his concern has, and he has little time or inclination to attend to office work. Therefore several months ago he employed a confidential clerk and bookkeeper, who was given entire charge of all banking. He made up the deposits, endorsed incoming checks for deposit, actually made the deposits, and when bills were to be paid, made out the checks and presented them to his employer to be signed.

One day about a week before this article was written the check book showed a bank balance of several thousand dollars. On the same day the bank called the house up and said the account was overdrawn several hundred dollars. The head of the house then got busy and to make a long story short, he found that instead of having a bank balance of nearly $10,000 with all current bills paid, he had less than no balance, and about $4,000 worth of large bills had not been paid, though he had drawn checks to cover them, and these checks had been deducted from the balance in the check book. The checks had never been sent out at all, thus increasing the deficit by just that much. Of course, it was soon learned that the confidential clerk had embezzled the money—embezzled at least $10,000 and probably $15,000. His method was to tear checks from the back of the check book and forge the name of his employer to them. He would make out the checks to himself, present them and get the money. Of course getting his employer to sign large checks for bills, deducting them from the balance on the check book, but never sending them out, gave him a secret surplus against which he could draw his own forged checks.

Everybody connected with this case now knows that the confidential clerk should have been bonded. Every employee who is entrusted with the handling of money, or checks, or other negotiable paper, should be put under fidelity bond, no matter how honest he seems to be, or how good his record is. Nobody can tell when a man may be overcome by irresistible temptation, and when it comes it may sweep the employer away with it. When a bonding company has guaranteed such an employee's honesty, it is that company, to be slangy, who should worry.

That is the first trap, then—the danger of depending too implicitly on an employee's honesty, and failing to use one infallible method of safety which is open to every employer.

The second trap is one into which many an employer has already fallen, though as yet, in many cases, without loss. I mean failing to examine the cancelled checks and the regular statements which your bank sends regularly, leaving this, too, to employees. Ordinarily a bank is responsible if it pays out money on a forged check. The obligation is on a bank to whom is entrusted an other man's funds, to pay out those funds only on the signed order of the owner. If the bank inadvertently pays out the money on a forged order, the loss is its own—all the risk is upon it in such a case, no matter how clever the forgery or how excusable the bank was for being deceived. That is always provided that the depositor whose name was forged did not by his own negligence, open the way to the forgery in some way.

So that under ordinary circumstances, the bank that paid these forged checks would have had to pay back every cent. In this case, however, it had a defense which if it can prove it, will completely exonerate it. The bank says it rendered regular monthly statements of the condition of the account, handing them to the confidential clerk, with all the cancelled checks. Of course the clerk abstracted the forged checks and destroyed the statements, as both would have convicted him instantly. The law says that a bank depositor must examine his returned checks and the bank's statements, so as to see if crooked work has been done. If he doesn't do this, the bank has a right to assume that everything is straight, and is relieved if it afterward appears to have paid forged checks. Even where the statements and the checks are given to an employee who is himself the forger, and who therefore never gives them to his employer, as in this case, the employer is held to have been negligent and the bank is relieved.

The way to keep out of the second trap is to regularly call for and examine, in comparison with your check book stubs and other records, the checks that the bank, after paying them, returns; also the statements the bank sends you as to the condition of your account.

(Copyright, June, 1915, by Elton J. Buckley.)

—

Question: B. B. Crompton, Wilkes-Barre, Pa.—A year ago or a little more—I don't know the exact date—I was persuaded to join a club or league known as the International Automobile League, Inc., of Buffalo, N. Y., at a cost of $10 per year, which I paid in advance. The purpose of the league was to buy auto supplies at wholesale prices. I bought some goods of them, but as I was not satisfied with the purchases or goods, I bought nothing more of them.

I naturally thought that when the year expired that would be the end of it unless I renewed my subscription, but a few days ago I received a bill for the renewal for another year for $10, which I returned, writing across the same requesting that they discontinue my name. I am enclosing you their reply. Will you kindly advise me in your next issue what to do as I wish to discontinue my membership.

Answer.—The contract which you signed contained the following paragraphs:—

> I hereby apply for membership buying privileges in the International Automobile League, Inc., hereinafter called the League, for which I agree to pay to the League $10 per year in advance, for one automobile and $5 per year additional, in advance, for each automobile in excess of one which I own.
>
> My membership is to begin if my application is accepted, within five days after this application reaches the home office, and to run until notice of discontinuance thereof.
>
> Such notice shall be given over my signature by registered letter, at least 60 days before the expiration of any year thereof, and only while not in arrears.

This clause keeps the membership going indefinitely unless a member gives sixty days' registered notice in advance of the ending of any year. In other words, if you join January 1, 1915, and decide to get out at the end of that year, you must give registered notice by November 1st. If you do not, the membership will run until the end of 1916, and if you want to get out then, you must give registered notice by November 1, 1916.

You are clearly liable for another $10 fee under your contract, but whether they will try to collect it by legal process is of course another thing.

The International Automobile League is not listed in the books of the mercantile agencies. The price-list of tires which it sent Mr. Crompton, and which he sent me, is unquestionably very low, if there is no string to it anywhere.

—

Question: W. E. Olinger, 318 M St., N. W., Washington, D. C.—Will you please advise me as to your opinion of the liability of the Chesapeake and Potomac Telephone Company when for no reason my phone has been disconnected?

I have been a customer for about eight years and have always paid my phone bill from the first to the twelfth of the month. I mailed the company a check dated June 10th and at 5 o'clock Friday, June 11th,

Manufacturing & Selling

No matter what your angle of interest in efficient production, sales and distribution, you will find inspiration, mental refreshment and helpful suggestion at the

Tenth Annual Convention

THE FEDERATION OF TRADE PRESS ASSOCIATIONS

Sept. 7-8-9, 1915 Philadelphia

Check these days on your calendar and plan to take in the Convention. Come to give of your own experience and observation as well as to share in the contributions of others.

More men attend each successive convention of the Federation of Trade Press Associations. They go back to their daily duties stronger and more able as a result. If you have not attended heretofore, make the Philadelphia Convention your first.

As you will wish more information, write the "Modern Merchant and Grocery World," or communicate with

Bartley J. Doyle, Chairman Committee on Arrangements
512 Race Street, Philadelphia

THE FEDERATION OF TRADE PRESS ASSOCIATIONS

John Clyde Oswald, President, New York
A. A. Gray, Vice-Pres., Chicago
Grant Wright, Sec'y-Treas., Philadelphia

Hobart Electric Meat Chopper

No. 24

Same as cut shown

½ H. P., 60 Cycle, 110 Volt

COST NEW $165.00

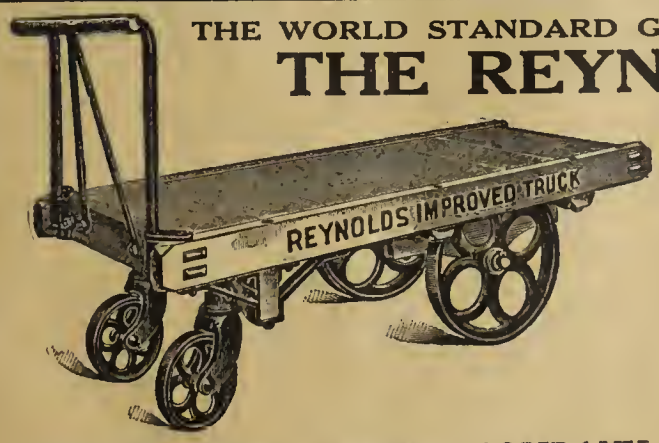
This machine is good as new, will sell for

$100.00

H. F. HEACOCK
51 N. 2d St., Philadelphia

THE WORLD STANDARD GROCER'S TRUCK

THE REYNOLDS



Large Wheels Directly Over Load
Ball Bearing Casters

A Truck That Asks No Favors

Tell us the size you want and we will tell you what it costs.

Write for Catalog MM

288-289 West Street, NEW YORK CITY
LANSING-COMPANY
Cor. N. American and Willow St., PHILADELPHIA, PA.

Or Any of Our Stores:

BOSTON, 78 Cambridge St., Charlestown District
CHICAGO, 169 West Lake St.
KANSAS CITY, 1413-1415 W. Tenth St.
LANSING, MICHIGAN
MINNEAPOLIS, 330-334 1st St., North
SAN FRANCISCO, 338-348 Brannan St.

Judging a Store by Baking Powder

Baking powder seems a little thing to you, but somebody will judge your store by it. We do not see how there can be but one opinion as to

Rumford Baking Powder

None can possibly leaven better or insure more wholesome food. Its absolute **Purity, uniform strength and keeping quality** make baking results most dependable, which means a pleased customer and that every can of Rumford you sell will sell other cans for you.

Rumford pays you a greater profit than any other high-grade baking powder—It will pay you to recommend it.

RUMFORD CHEMICAL WORKS, Providence, R. I.

my phone was disconnected without any notice to me whatever. I felt so much embarrassed over such a disgraceful action that I immediately had a talk with the cashier, who informed me that he had been there for three years and that he would see that it should never happen again. I asked him if I had paid him and he replied that I had. I told him if a customer refused to pay that he had good reasons for disconnection of a telephone, but where one pays as I have done there is no reason whatever for such treatment. At that time of evening I have many orders over the phone, among which are some of my best customers.

You can readily understand the situation. I would appreciate very much to hear from you on this matter.

Answer.—The contract which comes with this covers a period of six months from February 19, 1908, "And thereafter until the contract is terminated." It can be terminated "at or after the expiration of said six months by not less than ten days' previous notice in writing to the other party." There is also a clause allowing the company, *upon non-payment of any sum due,* to end the contract and remove the instruments.

Apparently the telephone company had no right whatever to discontinue your service, and when they did discontinue it, without a right, they violated their contract, and are liable to you in damages. If you lost anything whatever by the discontinuance, you can collect it of the company. An example of damages which would naturally flow from such a thing, is orders lost by the lack of a telephone. If you actually lost nothing, you can still sue, but you can only recover nominal damages, such as 6 cents and costs.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Dayton Moneyweight Scales
S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

THE SCIENCE OF ADVERTISING

I have from Jacob B. Hug, grocer of Erie, Pa., a circular which he wishes me to criticise. It measures 8½ x 11 inches and is well printed on unusually good paper. Here is the reduced reproduction:—

Did You Get a Pompeian Book
Ask For One

TWO SPECIALS
Macaroni and Spaghetti
Large Packages *3 for 25 Cents*

Monogram Cocoa
14 Ounce Jars *Quarter Value*
19 Cents The Jar
FOR THIS WEEK ONLY

CLOVER CLUB BUTTER IS BETTER BUTTER

Monday, Tuesday and Wednesday
Another Lot of those Tomatoes---Twelve Cent Quality, will go on sale. The quality is the same as last. A good chance to put in a generous supply
9 Cents a Can *3 for 25 Cents*

Let Me Have Your "Camp Orders"
I Guaranrtee to Please You
FERNCLIFF WEST LAKE ROAD WALDAMEER

TEA DEPARTMENTS COFFEE
Home Blend Tea 45c lb. — Ask for a Sample — Home Blend Coffee 28c. lb.
Every ounce is guaranteed. A trial will convince the most sceptical.

Mutual 'Phone 857 — *Jacob B. Hug* — *Bell 'Phone 1009-J*
"THE PURE FOOD STORE"
Tenth at Raspberry Sts.,
Vol. 2. "STORE NEWS" No. 8

I said this was well printed, but I referred only to the presswork and the quality of the paper. The typographical arrangement is rather bad. The thing is crudely arranged. There is no real heading and apparently no single coherent point. Some of the goods are specials for three days, and some for the week. Some appear to be flat reductions, without any time limit set on them. Still other goods are advertised without any reduction whatever. The strongest kind of an advertisement is that which carries out a definite idea. A special sale of everything in a certain list, to last one day or a week; or an advertisement of a line of goods on their merits, without any special price on them—in other words, a consistent plan or scheme. Mr. Hug apparently had nothing special in mind when he wrote this circular, and his advertisement is therefore, to an outsider, rather unimpressive. I might say in passing that there is a glaring and inexcusable typographical error in the second line under "Let Me Have Your Camp Orders." "Guarantee" is spelled in fantastic fashion—certainly the printer should have seen that.

* * *

What I am trying to convey here is that this advertisement is rambling. It names two specials first, without limit of any kind, then offers you one more for one week only, then makes a vague remark about butter, then hands out another bargain for three days only, next talks about camp orders, and then mentions tea and coffee, quoting one brand of each without anything special about them, evidently. To me it has no punch. If I were Mr. Hug I should group a number of specials together, if I had enough to make a circular about, and advertise them as a special sale. I should make a special advertisement of camp orders, telling what goods I had put in, with the idea of catering to that trade. I should make a special advertisement of something like this —"Some Goods I Sell That Are Better Than Other Stores Sell," playing up Clover Club Butter, and a few other high grade special things such as every store has and prides itself on.

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Bad Weather Retards Dry Goods Business.

Marshall Field & Co., in their weekly review of the dry goods trade say:—

Weather conditions have so retarded retail distribution of dry goods that the semi-annual pre-inventory sale held the first three days this week did not bring as many merchants to market as the corresponding pre-inventory week last year.

Road sales and mail orders, however, brought the wholesale distribution of dry goods for the current week up to normal.

Rugs, carpets and linoleums are now being shown for fall delivery and bookings are being made earlier and much heavier than a year ago.

Modern Merchant
AND
Grocery World

Published every Monday.

Circulates in every State of the Union and Canada.

Entered at the Philadelphia Post-Office as Second-class Matter.

VOL. LIX. PHILADELPHIA, June 28, 1915. No. 26.

Modern Merchant and Grocery World

PUBLISHED WEEKLY BY THE GROCERY WORLD PUBLICATION CO.

AT

927 Arch Street, Philadelphia.

TELEPHONES:

Bell { Filbert 3286 / Filbert 3287 } Keystone, Race 746
Private Exchange.

All Checks and Drafts payable to the Grocery World Publication Co.

An independent journal published exclusively in the interests of modern merchants of all classes.

ELTON J. BUCKLEY, Editor.

DAVID EZEKIEL, Advertising Manager.

Subscription Rates, Including Postage, Payable in Advance:

PER YEAR

To United States and Mexico	$3.00
To Canada	3.50
To Great Britain and Continent of Europe and Asia	4.50
Single Copies	.10

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Palatable Tidbits From a Winter Short Course on Retail Merchandising

Some of the Best Things From a Course of Lectures Which the Jobbers and Manufacturers of Sioux City, Iowa, Gave the Retail Trade of That Section.

[The "Modern Merchant and Grocery World" has obtained, through the courtesy of the Tolerton & Warfield Co., Sioux City, Iowa, a stenographic report of the winter short course of lectures to retailers which the jobbers and manufacturers of Sioux City recently gave the retail trade. The lectures were all on some phase of the question of merchandising, and many of them were exceedingly helpful and interesting. The "Modern Merchant and Grocery World" has made a considerable number of extracts and will present them from time to time in tabloid form.—Ed.]

I made the acquaintance at one time of a gentleman from Boston who was selling shoes in this territory. He and I happened to stay in the same town. I had a certain line that I was pushing as a side line and he was trying to establish his shoes and not succeeding very well; so I said, "I will sell your shoes if you will give me a commission on all the sales I make." He replied, "I have made thirty towns and not opened a single account, and I will abandon this territory unless I make a sale this week." I went to one of the retailers and said, "Here are some shoes that are out of the ordinary," and I got him interested; but he said that no one in town carried shoes like that and he could not sell them. I picked up a shoe that had been taken off by a prospective customer, and I said, "Here is a shoe just like the one I am selling." So he asked this party in the store where the purchase was made and was told that it was a mail-order proposition. She had wanted that kind of a shoe and had not been able to get it. She had asked for it and not been able to find it anywhere, so had turned to the catalogue house and got it. "Now," I said, "do you see? Here is a customer who would buy this shoe." I stood at his front window and studied the passersby, and in about thirty minutes I counted upward of sixteen people wearing shoes not purchased in that town at all, and then I asked him what he thought about buying that line of shoes. I landed that line in that town, and finally took it over and found it a money maker.—*By O. E. Klingaman, who spoke on "The Retailer and His Trade."*

* * *

I have studied advertising all my life since I was twenty years old, and I am convinced that there is no one kind of advertising that is going to make a man's business prosper and succeed alone. I used to think there was only one kind of medicine, quinine, and if anything went wrong I took some quinine, but I woke up after while to the fact that that was rather foolish; and it is a good deal the same with this advertising. The advertising in the newspaper is a matter of copy, and unless you put some brains and thought into writing it. it avails you nothing. Then there is the use of advertising specialties, such as calendars. About 94 per cent. of the merchants buy calendars, and every man gets a different return. One man will get a poor return for the calendars given away and another man will get a big return. It is the same thing with newspaper space. If your newspaper advertising simply represents space, if you do nothing but spend your money, you have not done anything; you have not extended your personality. You have spent your money, but you have not done any advertising because you have not put any of yourself into that advertising copy. It is the same with advertising specialties; it is the same with calendars. The keynote of any kind of advertising is personality.—*By Herbert H. Bigelow, who spoke on "Imagination in Business."*

* * *

I will give you one record covering a twenty year period. Out of a hundred merchants who started in business at the beginning of the twenty year period, half were gone inside of five years, three-fourths at the end of ten years, and at the end of the twenty year period there were not more than three or four left. Some died, but the most dropped out. When I talk of failure here, I do not want you to think of bankruptcy. The big per cent. of failures consist of cases like this. I know of a good, hard working man who spent about fourteen years working in a factory. The girl he married was a young woman who had some experience in a retail store. At the end of the fourteen years he had saved up $700, and with that $700 and the experience his wife had as a sales girl (and not much at that) he concluded he would try an easier way of getting a living and start a retail store. They started the store and stayed in business five years. During those five years they worked early and late. It was not the easy job they thought it was—they were on the job all the time. At the end of the five years they sold out their business to another man who had $500 or $600 to invest, and when they settled up all their accounts they were even with the world. They did not have a cent left. No one lost anything; that is, none of the creditors. They paid all their debts, but as stated they did not have a cent left. That is what I term a tragic failure, and yet it was not counted in the Dun or Bradstreet failures. There is a large crop of failures who get out of it before they become bankrupt, but who take nothing with them. Five years of hard labor with nothing out of it but a living, and a very simple living at that! That represents the typical failure among the American merchants. And I think the majority of merchants fail—that is, in this kind of failure I am talking about. Is not that a tremendous waste for society?—*By Paul H. Neystrom, who spoke on "Store Policy."*

* * *

It has been my pleasure to have conducted a long correspondence with Mr. Nourse, manufacturer of Victor Tops. I asked Mr. Nourse only what I have asked all others; that I and all other retailers be let in on the good things, which in this case was to be allowed to buy No. 1 Victor Tops at 90 cents a dozen instead of $1.12 a dozen. The catalogue house was buying these at 90 cents and selling them for $1.30. You were handling these on the basis of something like 14 per cent. on the sale, with a cost of something like 18 per cent., a loss of 4 per cent. The catalogue house on the other hand was making something like 30 per cent. on the sale. I outlined these facts to Mr. Nourse and stated even if the cost of doing business was only 12½ per cent. the best profit the retail dealer could make and meet this competition was 1¼ per cent. He replied so far as the retail trade was concerned, it might be summed up like this—the retail men throughout the country are obtaining from $1.50 to $1.80. The catalogue house prices are f. o. b. Chicago and the retailers should be amply able to compete with the $1.30 of the catalogue; also that the customer would have not only the trouble and expense of sending to Chicago, but the average top buyer preferred to see the top before buying, and would cheerfully pay the little extra charge.—*By H. Leslie Wildey, who spoke on "Mail-Order Competition."*

English Co-operative and Chain Stores Hold Up Profits in Spite of War.

According to figures just received the big London retail stores—co-operative stores and others—have suffered but little on account of the war. We are able to present a table showing the net profits of the 17 largest concerns of this kind in 1914, 1913 and 1912. The net profit is shown in comparison with the capital:—

Stores.	1912	1913	1914
Army and Navy:			
Capital	$1,165,867	$1,186,010	$1,183,226
Net Profits	942,188	942,831	1,104,253
Civil Service Supply:			
Capital	1,724,688	1,725,413	1,725,714
Net Profits	229,923	218,569	189,944
D. H. Evans:			
Capital	2,589,951	2,753,660	2,748,813
Net Profits	338,781	340,280	214,272
Dickins & Jones:			
Capital	2,919,900	2,919,900	3,406,550
Net Profits	330,795	293,966	210,174
Frederick Gorringe:			
Capital	2,068,126	2,068,126	1,946,585
Net Profits	168,707	161,675	151,859
Harrod's:			
Capital	4,873,313	5,359,963	8,766,513
Net Profits	1,309,692	1,436 508	1,504,853
Jay's:			
Capital	2,189,925	2,189,925	2,189,925
Net Profits	204,033	198,831	87,894
Jeremiah Rotherham:			
Capital	3,406,550	3,406,550	3,406,550
Net Profits	223,085	239,334	312,074
John Barker:			
Capital	4,720,505	5,353,150	5 401.815
Net Profits	335,900	311,003	370,175
Liberty & Co.:			
Capital	973,300	973,300	973,300
Net Profits	299,402	299,455	147,319
Maple & Co.:			
Capital	14,600,473	14,600,473	14,600 473
Net Profits	837,875	1,007,025	649,201
Mappin & Webb:			
Capital	3,649,763	4,0:9,661	4,379,495
Net Profits	273,089	264,008	124,772
Selfridge's:			
Capital	6,305,461	6,270,826	8,468,323
Net Profits	410,543	546,975	563,692
Spencer, Turner & Boldero:			
Capital	2,189,925	2,189,925	2,189,925
Net Profits	173,656	181,005	147,406
Swan & Edgar:			
Capital	897,869	897,869	897,869
Net Profits	76,185	82.477	34.051
Thomas Wallis:			
Capital	1,897,935	1,946,600	2,019,599
Net Profits	128 164	112,504	100,542
William Whiteley:			
Capital	9,344,167	9,695,893	9,727,988
Net Profits	311,651	343,731	289,776

In the matter of dividends, the Army & Navy maintained its dividend at 300 per cent. in 1914, the same rate that it paid in the four preceding years; the Civil Service Supply was also unchanged—at 12 per cent. D. H. Evans declared a 12½ per cent. dividend, against 17½ per cent. in each of the four preceding years; and Dickins & Jones one of 8 per cent., against 14

Does $175 Mean Anything to You Fellows With Windows?

If it does, go in the **Lipton Tea** window dressing contest, for $175 is what we'll give away in prizes.

Two strong reasons why you should make a **Lipton Tea** display now—1, they're doing a lot of advertising to your customers, and a display will yoke you up with it; and 2, it's the iced tea season. These reasons would be big enough without the $175.

Here are the terms and conditions:—

The "Modern Merchant and Grocery World" will give to the five retail dealers who make the most attractive window displays of **Lipton's Tea** before the end of this contest, the following cash prizes:—

For the Best	**$75**
For the Second	**$50**
For the Third	**$25**
For the Fourth	**$15**
For the Fifth	**$10**

CONDITIONS:

1. The display entered in the contest must be of **Lipton's Tea** alone.

2. The display must remain in the window one week.

3. Each contestant must send to this office a photograph of his display or a careful detailed description of it. Naturally a picture would be better, though a contestant need not incur that expense if he does not wish to. Almost every family now has a kodak-user in it who could photograph a window display.

4. Each contestant if he decides to enter the contest, will kindly drop this office a postal card to that effect.

5. The contest closes September 1, 1915.

Modern Merchant *and* Grocery World

927 ARCH STREET, PHILADELPHIA, PA.

per cent. for 1910-1913. Frederick Gorringe's dividend of 5 per cent. was the same as in 1910 and 1911, but 2 per cent. below that for 1912 and 1913; Harrod's dividend of 26 per cent., while the same as in the preceding year, was 3 per cent. less than in 1910, 1911 and 1912. Jay's dividend of 2½ per cent. was only one-fourth that declared in each of the four preceding years. The rate paid by Jeremiah Rotherham was 7 per cent. in 1910, 8 per cent. in 1911, 1912 and 1913, and 10 per cent. in 1914, this being the only one of the 17 companies whose rate of dividend was higher last year than in 1913. While the 10 per cent. dividend declared by John Barker was the same as in 1910, it was slightly below the rate in the other three years of the half decade under review. Liberty & Co. cut their rate in half, declaring a 10 per cent. dividend against 20 per cent. in 1910-1913. Maple & Co. paid 10 per cent. against 13¾ per cent. in 1910 and 15 per cent. in 1911-1913; Mappin & Webb, 5 per cent., against 8 per cent. in 1910, 9 per cent. in 1911 and 10 per cent. in 1912 and 1913; Selfridge's 5 per cent., the same as in 1913; Spencer, Turner & Bolero, 7 per cent., the same as in the preceding four years; Swan & Edgar, 10 per cent., against 14 per cent. in 1910-1913; Thomas Wallis, 6 per cent., against 7 per cent. in 1910-1911, and 8 per cent. in 1912-1913, and William Whiteley, 5 per cent., against 7 per cent. in 1910 and 1911, 6 per cent. in 1912, and 7 per cent. in 1913.

AMONG THE TRADE.

An interesting sidelight on the failure of the Butler chain stores was given at the meeting of creditors last week. It was stated that about $77,000 worth of unredeemed trading stamps were then out, of course constituting an important item of liability. The total liabilities are about $191,000. Of the above $77,000, something over $17,000 worth have since come in, leaving over $50,000 still out. It was stated that if it were not for this liability the concern could pay 100 cents on the dollar. It is expected that most of them will be presented for redemption, as the Butler people claim that from 95 to 98 per cent. of all the stamps they issued have been redeemed.

It seems to be expected that Robinson & Crawford will close a lot of the stores it recently bought from the Butler Co. The Butler stores were hardly in the class with the R. & C. stores. All the Butler stores taken over were in West Philadelphia and South Philadelphia. There were fifty-six in all. The James Bell Co. took over about seventy north of Market, between the Delaware and Schuylkill rivers.

The New York Letter

Glimpses of the Extent to Which Trading Stamps Are Used. Discussion Over Lit Brothers Price-Cutting Suit. Mr. DeWeese's Statement on Premiums Attracts Much Attention. Various Items and Market Summary.

Special Correspondence of "Modern Merchant and Grocery World."

New York, June 25, 1915.

Mr. Geo. P. Caldwell, the recently appointed president of the Sperry & Hutchinson Co. and the Hamilton Corporation, whose headquarters are in this city, made some statements at the Advertising Convention in Chicago which attracted general attention, touching the extent to which trading stamps are used and the machinery of their redemption. What he said on this point was as follows:—

> After 15 years, from 1900 to the present, the Sperry & Hutchinson Co. issued 21,691,757,424 tokens or stamps and redeemed 18,089,451,158, or 84 per cent. And it must be understood that the remaining 16 per cent. constitutes a continuing liability against the company, and that many of those stamps will be redeemed subsequently — possibly the entire amount.
>
> We are still redeeming many stamps, issued years ago, which are not accounted for in the report of previous redemptions. In the past month we received a quantity of stamps sent in for redemption by a woman who had collected them before the San Francisco earthquake and who only recently unearthed them. A few days ago there were sent in for redemption some of the first stamps the company ever put out—issued nearly 18 years ago.
>
> Because of the constant redemption of old stamps it is necessary for the company to maintain a reserve, which it has done by setting aside over $1,000,000, representing the entire total of unredeemed stamps for the past five years.
>
> In 1914 our percentage of redemptions was over 90. In the past month they were over 93 per cent. Eventually they are certain to prove much greater than those indicated by the figures here set forth. Every outstanding stamp is a liability against the company, no matter how long ago they were issued.
>
> Thus it can be seen that the statement that we make our money out of the lapses on redemption is fallacious. With these redemptions now 93 per cent. we still face every probability that a still greater number eventually will be redeemed. What other method of advertising to-day can show an efficiency as high as ours?

* * *

There is much discussion here over the suit brought against Lit Brothers at the Federal Trade Commission by thirty-seven country retailers in Virginia, Delaware, Maryland and New Jersey. The details of this case were reported last week. It is said here that the National Retail Dry Goods Association will take no part in the prosecution, and it is intimated that the organization is not in sympathy with it.

It will be remembered that the article which Lit Bros. cut, which was said to be unfair competition, was B. V. D. underwear. It has developed that before the suit was brought complaint was made to the B. V. D. Co. that Lit Brothers were cutting their prices, but the company declared that under the present state of the law in this country it could not act in the matter. The suit followed.

* * *

A statement contributed to the New York "Evening Post" by Truman A. De Weese, the well-known Director of Publicity of the Shredded Wheat Co., on the use of premiums, has attracted considerable attention, both from those who agree with him and those who disagree. Mr. De Weese sees nothing but bad in premiums and condemns them unsparingly. It is said that the National Premium Users' Association contemplates issuing a formal reply. The text of Mr. De Weese's statement is as follows:—

> A reader has asked my opinion of the advertising value of stamps, profit sharing coupons and other devices which come under the general head of premiums and which are used to stimulate the sale of goods.
>
> Of course this is an old question and not easily discussed without treading upon somebody's pedal extremities. As a matter of fact there is no advertising value in premiums of any kind. The most that can be said of them is that they are an unnatural stimulus and when applied to a business are certain to be followed by disastrous reactions. Anything that tends to take the place of educational advertising or legitimate promotion work of any kind is to be discouraged and deplored. There is only one permanent, satisfactory way in which to build up a business through advertising, and that is through the kind of promotion work that actually creates a natural demand for the product and which does not resort to bribes of any kind either with the consumer or the dealer.
>
> It would be easy, of course, to double or quadruple the output of a cereal food factory, for instance, in one year by resorting to some premium scheme. Suppose, for instance, that you give an Ingersoll watch for the ends of 25 cartons of a well-known breakfast cereal. Or suppose you give the watch for 25 coupons that may be found on the inside of these packages of breakfast cereal. Or again, suppose you inclose in these 25 packages a profit sharing coupon which ostensibly shares the profit on the product with the consumer by giving him some household article or some piece of wearing apparel.
>
> There is no question about the effect of this kind of an unnatural stimulus when applied to a product of this kind. It would increase sales so long as it was applied, but not necessarily consumption. In the case of the Ingersoll watch it would be easily within the ability of any live, energetic boy to persuade his mother to buy 25 packages of the cereal in order to give him the Ingersoll watch. This when multiplied many times all over the United States would mean a marked increase in the sales of the product. But the inherent weakness in this kind of advertising lies in the fact that the increased sale of the goods does not represent a natural demand for the product. The sale is not based on any desire to consume the product. It does not proceed from any intelligent preference for the cereal food over some other cereal food, and hence it represents no permanent increase in consumption. It merely means that when the 25 packages of cereal food are consumed or disposed of the demand in that particular home has terminated.
>
> It is true that an introduction of that kind into the home sometimes results in making a permanent consumer, but it happens to be a fact that has been learned through merchandising experience that a product introduced in that way does not rest on intelligent selection and hence does not lead to permanent use of the product.
>
> To charge the consumer a certain price for a breakfast food, or some other food product, and then return to the consumer a certain portion of the profit in the form of some article that is purchased for that purpose, represents a kind of merchandising inconsistency that is intolerable. It is incompatible with any sensible standard of business ethics.
>
> Now, there is no law which makes it a penal offence for a manufacturer to give away premiums to dealers or consumers. There is no law to prevent a manufacturer from making an annual wholesale distribution of presents of various kinds to his customers. A little close analysis of the proposition, however, will show him that the demand thus created is not a natural demand and is built upon wrong foundations. A little study of the proposition, in fact, ought to convince the manufacturer that the money spent in premiums, if spent in newspaper advertising and other forms of legitimate educational promotion work, would build up a business on a more enduring basis, would build up a business based on the natural demand of the consumer, created by an appeal to intelligence and taste—a business which would yield a fixed profit year by year and which would stand up against all kinds of competition. A business built up in any other way is sure to meet with disastrous reactions the minute the premium stimulus is withdrawn.

* * *

The independent retailers of the Metropolitan district have organized for the purpose, it is said, of

ostering the interest of its members through publicity and legislation. The organization has given out a statement that it will be particularly active against all forms of unfair competition, among which it includes premiums and price-cutting by department stores. Dr. Wm. C. Anderson, Dean of the Brooklyn College of Pharmacy, has been elected president; J. G. Bremner, representing a large number of talking machine dealers of this city, vice-president; J. N. Kohlmier, representing the hardware dealers, second vice-president; Carl Ackerman was made secretary, and John Steencke, representing organized retail grocers, was made treasurer. The movement is under the auspices of the American Fair Trade League.

* * *

Official figures now available show the enormous way in which the trade balance of this country continues to grow under the influence of the demand for our merchandise caused by the war. The excess of exports over imports for the month of April amounted to more than $134,000,000; in April of 1914 the excess of exports over imports amounted to only $11,000,000.

Summarized Market Conditions.

Tea unchanged and in fair demand. India Ceylons, Congous and all low grades very strong.—Coffee fairly steady, although options were off somewhat during the week, closing the week, however, somewhat improved.—Sugar unchanged, both as to raw and refined. Demand fair.—Spot prunes continue firm. Future prunes dull and rather easy. Other dried fruits dull and unchanged. Currants a little firmer than the rest. All canned goods unchanged and quiet. New York State pea pack begins with small prospects.—Provisions somewhat easier.—Wheat regular, with prices showing a decline for the week.—Flour somewhat firmer, but the future not specially strong, as the European demand has fallen off.

Cost of Living Higher Than Ever.

The cost of living is higher than ever before in the United States, as far as Government statistics show, and is increasing each year. In 1914 the year's cost of filling the market basket of the average American working man's family was $6.68 higher than it was in 1913 and $60.43 higher than it was in 1907, calculating on relative price figures announced by the Federal Bureau of Labor statistics as a result of its most recent investigation of retail prices. These figures represent prices of 15 articles, aggregating approximately two-thirds of the expenditure for food by the average workingman's family. The cost of these articles in 1913 was $333.90, making the 1914 cost $340.58, while in 1907 it was $280.15. Calculating these amounts as two-thirds of the workingman's family food expenditure, the total spent for food in these years would be: In 1913, $500.85; 1914, $510.87 and 1907, $420.20. The Bureau's investigation covered prices in 44 important industrial cities, representing 33 States. The retail price of food for the years 1907 to 1914—considering all food combined—reached the highest point in 1914, while the lowest price was in 1907, the Bureau of Labor statistics announced following an inquiry in 44 important industrial cities of the country. This, however, is not true of each article. Flour, for instance, was 5.3 per cent. higher in 1909 than in 1914. Sugar, which reached a remarkably high point, 145.3 per cent., in August, 1914, was 7.9 per cent. lower for the year 1914 than for the year 1911, and was also lower for the year 1914 than for the years 1910 and 1912. All meats were higher in 1914 than for any of the seven preceding years. The figures show that the highest point during 1914 was reached in September, when the price of all food was 7.1 per cent. higher than the average price for 1913, and the lowest point was reached in April, when the price was 3.5 per cent. lower than the average price for 1913. Except for lard and such articles as are affected by seasonal changes, the highest price during the year was either in August or September. The price of all food combined was but 2 per cent. higher for the year 1914 than 1913.

This Year's Canned Goods Acreage Compared With Last Year.

Reports received by the Bureau of Crop Estimates for canners of the United States indicate that the acreage this year for canning purposes of sweet corn is about 4 per cent. larger than last year; of peas 18 per cent. smaller; and of tomatoes 10 per cent. smaller. These estimates are based upon the following totals:—

Product.	Number Reporting.	Acreage 1914.	Acreage 1915.	Inc. P. ct.	Dec. P. ct.
Corn	251	139,455	145,138	4	..
Corn	239	131,135	.....	10	..
Peas	179	88,096	72,544	..	18
Peas	162	81,758	.....	..	2
Tomatoes,	530	97,226	87,654	..	10
Tomatoes,	708	141,825	.....	..	6

ELTON J. BUCKLEY
Editor "Modern Merchant and Grocery World"
Attorney and Counselor at Law
643-648 Land Title Building
Philadelphia, Pa.
Telephones { Bell, Spruce 2608-2609 / Keystone, Race 746

Would You Rid Yourself of All Ordinary Premium Schemes?

¶ Use the movie tickets issued by this Company, which is working in conjunction with the Universal Film Manufacturing Company, the big film manufacturing company whose pictures everybody knows.

¶ To-day almost every cross road has its movie theatre. Movie tickets are tickets of admission to movie theatres. The tickets come in various denominations, and are given by you with sales to your customers. The average consumer would rather go to the movies than eat—you can train him to eat in order to go to the movies.

¶ If you can be the first to get this plan for your town you can make the biggest kind of a hit with it.

¶ To know more, fill in the coupon at the bottom.

Robyn-Kander Movie Ticket Corporation
30 East 42d Street, New York City

SALESMEN—We have an attractive proposition for you in some good, open territory on liberal commission basis.

Robyn-Kander Movie Ticket Corporation, 30 E. 42d Street, New York, N. Y.
Gentlemen:—How can I utilize your Movie Ticket Plan in connection with my business, which is .....
Name .....
City ..... State .....

ROBYN-KANDER MOVIE TICKET CORPORATION
UNIVERSAL
MOVING PICTURE TICKETS
guaranteed by
The Universal Film Mfg. Company.
are Good for a FIVE CENT ADMISSION
to any Moving Picture Theatre in the United States and Canada
Directions for Making Movie Ticket.
Every Ticket Fraction shows its face value—1-20. Take ONE Heading and paste twenty (20) Ticket Fractions one below the other without covering any of the printed matter. Ticket is complete when it totals twenty (20) Ticket Fractions.
Robyn-Kander Movie Ticket Corporation. New York N. Y.
Richardson Spool Silk. 10c
ROBYN-KANDER MOVIE TICKET CORPORATION
Use gummed strip in pasting together "Ticket Fractions". Detach Universal Heading when using Ticket Fraction to complete ticket already started
Cut here
Cut here
Richardson Spool Silk
Value of this Ticket fraction is
1/20

WITH THE EDITOR

Several Southern daily papers, on June 1st last, published the following advertisement, which was paid for by the Ballard & Ballard Co., flour manufacturers of Louisville, Ky.:—

Generous But Probably Not Very Useful.

Pay Your Grocer First

When you pay your bills give your grocer first money.

He supplies you with the most necessary thing in life—food.

The most important thing in the world is to get something to eat.

If you must put off paying anyone, therefore, let it be anyone BUT the grocer.

He is not wealthy. He seldom has a surplus in the bank. His money is all invested in merchandise and accounts.

He buys of wholesale houses who sell on stated terms and have experts who are paid to "get the money" when due. He cannot pay them with excuses.

He can't afford collection expenses. He should not be expected to. If he is courteous enough to give you credit, show him equal courtesy by paying him promptly and without making him extra expense.

He has no security. What you buy of him is soon consumed and he cannot get it back. He trusts you on your honor alone. Who else does as much for you?

He asks no favors—needs no charity, but is entitled to a square deal.

Be square—be fair—be just.

Pay Your Grocer First

The Ballard & Ballard Co.'s idea appears to have been, as a good business policy, to help the grocer. The company's secretary in explaining why they are doing this, said: "We think the retailer's chief trouble is that of getting his money, through the carelessness and thoughtlessness of consumers. We concluded that the most effective help would be a straightforward exposition of the claims which the grocer has for special consideration along this line."

This is a clever, generous idea, and Ballard & Ballard Co. deserve the thanks of the Southern retailers. We are very pessimistic, however, about such plans accomplishing anything. True, one reason why the grocer is kept out of his money so long is undoubtedly the "carelessness and thoughtlessness" of consumers, but the reason why consumers' carelessness and thoughtlessness *can* keep the grocer out of his money is that the grocer permits it. As long as the grocer permits it, it will be done, because it is human nature to take all the advantage one can get.

Why is the grocer so easy about such things? Because, as we have so often said before, there is too many of him, and he cannot afford to be independent.

Remarkable.

The most remarkable law on monopoly and restraint of trade up to date has been passed in Louisiana; a summary of it appears in another column. Two of its most astounding provisions (1) make it a criminal offense for a refiner to pay less for sugar in Louisiana than he pays elsewhere, and (2) make any refiner who keeps his plant closed for over a year liable to have it sold over his head. Nothing like these provisions have appeared anywhere else in the United States. They would almost certainly be set aside in more advanced States as being in gross violation of the rights of private property. Perhaps they will be even in Louisiana; the matter has yet to be tested. Undoubtedly the big sugar refiners have run things rather arbitrarily in Louisiana, but to say they must be fined $500 a day for buying cheaper in Louisiana than outside, thus paralyzing all buying sagacity, seems like pure outrage.

A Discreditable Victory.

Messrs. Carter, Macy & Co., the New York tea importers, have done something of which they have small reason to be proud, according to our view of it. They have spent thousands of dollars fighting the Government over the question whether artificially colored tea can come into this country under the pure tea act of 1897. The Government has contended that it could not, while Carter, Macy & Co. have contended that it could. The lower court upheld the Government, but the appeal court reversed. The present situation is that the Government is denied the power to exclude good tea merely because it is colored, and colored tea can therefore come in if it is up to standard in other respects.

This seems to us to be rather a discreditable victory. Nobody *needs* artificially colored tea. Nobody even wants it except Carter, Macy & Co. The country was getting along perfectly well with naturally colored green teas. They were not as sightly, perhaps, as the painted teas, but of course they drank as well, and consumers had gotten used to them and were buying them on their drinking merits. Which, incidentally, is the only way that anybody ought to buy food or drink. Messrs. Carter, Macy & Co., apparently for no creditable reason, have put us back many years and have intentionally debased the standards of the tea business. There is one hope, however—the Federal food and drugs act, which may get colored teas after they are admitted.

Inconsistency.

As a rule, the most radical of the price-maintaining advocates are consistent when it pays them to be so, but are sometimes very inconsistent when it pays them to be so. Particularly where selling their goods to the mail-order houses at a preferential price is concerned. Some of the large manufacturers will not sell the average retailer at the same price they sell the mail-order house, and will not even quote the same quantity price when a number of retailers join to buy the quantity.

Read this from a man who apparently caught Ingersoll, the watch man, who is possibly the loudest advocate in America for the fixed price:—

> In the catalogue of the Moore & Evans Co., a mail order house, they quoted the Ingersoll $1 watch at 75 cents, and the $1.50 watch at $1.05—the average retailer's cost. Not long after I received a letter of inquiry from the American Steel Trade in connection with this, mentioning these prices and stating that Ingersoll was selling them direct, but would not sell at the jobber's cost to other retailers. I wrote and asked what we could expect in the line of a square deal when a member of the Executive Committee of the American Steel Trade League were themselves selling to catalogue house concerns. I heard nothing from it. The next Moore & Evans catalogue I received I forwarded to Mr. Ingersoll, and invited his personal investigation. Still I heard nothing from Mr. Ingersoll.

Later, it appears, Ingersoll did cut the mail-order house off, but he did not do it until he was shown up and almost compelled to in order to save his face.

We would not for a minute argue that a manufacturer should refuse to sell a mail-order house absolutely. That is perfectly legitimate business. If, however, he sells it at a preferential price, he ought to extend that preferential price to any retailer who will buy the quantity, including combinations of retailers who will buy the quantity. A large number of manufacturers will freely sell the mail-order house, which is of course nothing but a retailer, but refuse absolutely to sell an ordinary retailer or any buying combination of retailers.

Serves Them Right.

We take the following from a Philadelphia daily paper of last Friday:—

> HELD ON FARMER'S CHARGE OF FRAUD.
>
> Benjamin and Frank Fogel, dealers in butter and eggs, Pine street, near front, were held under $600 bail for court yesterday by Magistrate Pennock in Germantown, on the charge of "embezzlement as factors." According to George P. Freeman, of Alba, Bradford County, he consigned $1,091.40 worth of butter to the Fogels for sale. Freeman alleged that they gave two checks in payment, but that both came back marked no funds. The Fogels asserted that they did not get the goods on consignment, but bought them outright.

This is a typical case of dishonest commission merchants. The point of the defense that they "bought the goods outright" is that if they did, they could merely be sued civilly, which would yield nothing. If they received the goods on consignment, and failed to pay over the proceeds, they are guilty of embezzlement as consignees.

We feel like remarking again that if the honest commission merchants of Philadelphia and Pennsylvania had not killed the bill compelling all commission merchants to file a bond and get a license, these things could not happen, and the commission business would not be thrown into disrepute by these wild cats.

Coffee Importing Trade Want Looser Definition of the Word "Java" Coffee

Asks Department to Allow Term to be Used in Connection With Sumatra Coffee Because It Is Even Better Than Coffee From Java Island, and Is Generally Accepted as Java Coffee.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
June 24, 1915.

Some strong arguments were made before the Bureau of Chemistry here last week in favor of the contention by the coffee importing trade that they should be allowed by the department to use the word "Java" in connection with coffees that come from Sumatra. Prior to several months ago the trade sold indiscriminately as Java coffees, all coffee coming not only from the island of Java, but from anywhere else in the vicinity. The department held this to be a misrepresentation, and ruled that only coffee coming from the island of Java could be called Java. The importers are now asking the department to change this on the ground that it is unfair, as the very best of the Java type of coffee comes from Sumatra.

Present at the hearing were: Alfred G. Barr, of S. S. Pierce Co., Boston, Mass.; Charles Biele, New York; Edwin J. Gillies, of Gillies Coffee Co., New York; W. H. Hartranft, of Hard & Rand, New York; Benjamin Lahy, of James W. Phyfe & Co., New York; James B. Seaton, of Thomas Roberts & Co., Philadelphia; P. L. Sommer, of Eppens-Smith Co., New York; H. M. Wagner, of H. M. Wagner & Co., Baltimore, Md.; Dr. H. W. Wiley, of Washington.

Some salient extracts from the stenographic report of the hearings will show the arguments used:—

BY A. G. BARR.

It has been the custom for half a century for sailing vessels to go out to the Far East from Boston and Salem, and return with coffees from the Dutch East Indies, commercially known as Java coffee. The S. S. Pierce Co. to-day still follows this ancient custom, and bring their coffees in sailers from the Far East. The best coffees obtainable, irrespective of price or locality, are purchased. It is a well-established fact that these coffees, mostly grown on the Island of Sumatra, known as Padang Interiors, Ankolas, Mandhelings and Boekit Gompong, are recognized as the finest coffees the world produces. In fact, their reputation for Java coffees was built on the product of the Island of Sumatra. There is no disagreement by coffee experts with regard to the superior merit and value of Sumatra coffees, as compared with coffees grown on the Island of Java.

As a result of the Department's construction of the law, a fictitious value was placed upon so-called genuine Java coffee. Whereas there was formerly a difference of 7 or 8 cents a pound green between Sumatra and Java coffees, to-day the inferior coffee grown on the Island of Java practically commands the same price as the superior coffee grown on the Island of Sumatra.

About 75 per cent. of the coffees grown on the Island of Sumatra are assembled in Batavia, just across the strait in the Island of Java, for shipment to various parts of the world. This in a sense justifies the name of Java as applied to Sumatra coffees. In a word, the term "Java" is recognized commercially and by the housewife as a term of *quality* as applied to coffee, rather than a geographical location.

BY E. J. GILLIES.

Before I left the office in New York I took from the wall the map which I hold in my hand, which shows pretty clearly the basis of the contention of those of us who believe that the term "Java coffee" should be applied to coffees grown on the Island of Sumatra and other islands of the East Indies, as well as those grown on the Island of Java. If you will look at this map you will see that the Java coffees, which are admitted on all sides to be the highest grade, do not grow on the Island of Java, but on the island of Sumatra, like the Mandhelings and Ankolas and other well-known types.

There is no doubt that the ruling made by the commissioners, that food products should be true to their geographical names, is, in the main, a good one, because the geographical name indicates in most instances the quality of the goods coming from a particular section. In this matter of Java, however, the ruling militates against the consumer, because the consumer is practically unable to get the kind of coffee he wants and the very best coffees he wants, because they cannot be sold as Java coffees, and the consumer has never known them by any other term than Java coffees. The name Sumatra has no significance to the consumer whatever.

BY J. B. SEATON.

Robusta Java and Blue Java coffees are being protected by the pure food laws as they now stand on the statute books, when such coffees as Mandheling and Ankolas, which are far superior in the cup quality and which have been known for years back as genuine

Build Up the Confidence of Your Customers

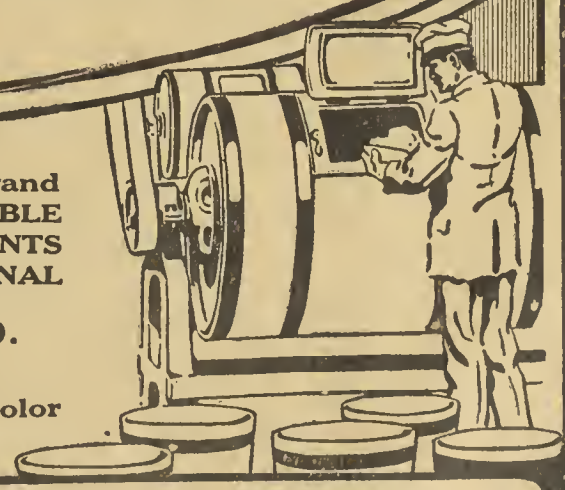
Reliable products do it—products that prove dependable to the consumer.

"Dandelion Brand" Butter Color

has held the confidence of dairymen and housewives for more than a quarter-century.
Its rich, golden shade makes butter more palatable—and more profitable.

We guarantee that Dandelion Brand Butter Color is PURELY VEGETABLE and that it meets the FULL REQUIREMENTS OF ALL FOOD LAWS—STATE and NATIONAL

WELLS & RICHARDSON CO.
BURLINGTON, VERMONT
Manufacturers of Dandelion Brand Butter Color



Dandelion Brand *The color with* **Butter Color** *the golden shade*

Java coffees, are left unprotected by the laws and must be sold to the consumer as Dutch East India coffees, which term is unknown to the general public.

We are constantly being asked for Mandheling Java and Ankola Java, and our only answer to the trade is that we cannot supply them under these names. They should be added to the list of Java coffees under the protection of the pure food laws. Robusta, which is unfit for sale, and Blue Javas, which are now sold under the protection of the pure food laws, would then receive their proper place in the trade by every merchant who had any interest in his future business; also that every merchant had the customers' best interests at heart, when he gave to them the Mandheling and Ankola coffees as "Java coffees."

Dr. H. W. Wiley, who was chairman of the Board when the ruling was made, opposed any change on the ground that it was compromising with misrepresentation.

HOLT.

Pennsylvania Organization Notes.

The Bethlehem Association recently admitted 44 new members. This is good work, but Secretary Best expects to double it before the convention.

* * *

Charles D. Getz, treasurer of the Lock Haven Association, is a candidate for County Treasurer. He is a good man and should be elected.

* * *

The State convention will be held at Conneaut Lake, Meadville, September 7, 8 and 9, 1915. A large attendance is expected. The following Committee on Programme has been appointed; William Smedley, chairman; J. W. Kendall, Warren, Pa.; H. W. Shaffer, Lock Haven; Theodore Landsberg, Erie; J. A. Edgar, Frankford; A. Kaiser, Philadelphia. Let us have suggestions as to topics to place before the convention for discussion. Send these to William Smedley, 802 Chestnut street, Philadelphia, and do it NOW.

* * *

The Reading Chamber of Commerce has arranged for a fine programme of athletic sports for its Fourth of July celebration.

* * *

The Birdsboro Civic Improvement Association has provided the town with a public playground.

* * *

Mr. Smedley addressed the Reading Retail Grocers' Association on June 15th. The meeting was held at Moore's Hall and the room was crowded with a representative gathering of wholesale and retail grocers and salesmen. President Fischer called the meeting to order, and after the reading of the minutes by Secretary Aschenbrenner, the chair introduced E. J. Morris as the first speaker. Mr. Morris called attention to the need of and the benefits to be secured through organization, laying special stress on the value of the insurance features. Organizer Smedley then delivered an address on the general subject of organization and its benefits, after which non-members were invited to join, twenty-six responding. Jobbers are members of this association and included the following, all of whom were present: Reading Wholesale Grocery Co., Kurtz & Mayers, G. H. Delp & Co., Hooven Mercantile Co., Goodrich & Keifer. Addresses were made by Messrs. Kurtz, Goodrich and Null. Light refreshments were then served. No effort will be spared to make this one of the largest associations of retailers in the State and in the early fall another booster meeting will be held.

* * *

The Sunbury Association successfully conducted a wonderful "Dollar Sale Day." Every merchant pleased, and they state it was a wonderful business stimulant. This association has recently made large additions to its membership.

* * *

The Eastern Business Men's Association was represented at the Allentown convention by Jno. K. Schwenk, vice-president, and J. B. Clemens, secretary. This association should affiliate with the State organization.

* * *

The Slatington Association will picnic at Edgmont Park on July 21st.

* * *

The Bethlehem Association will picnic at Oakland Park on July 11th.

* * *

The dictrict convention of the merchants of the Lehigh and Delaware Valley was held at Hunsicker's Hall, Allentown, on June 16th. Over 100 merchants were in attendance. The convention was the guest of the Allentown Merchants' Association. Prior to the meeting the guests were treated to an automobile tour and to a most delightful supper.

The convention was called to order by J. B. Shelling, president of the local association, who delivered a welcoming address, and introduced as the presiding officer, J. O. Haines, of Slatington, the president of the District Association. The following subjects were then discussed: "Does the Public Want Price or Service." This was discussed by J. Moyer, Henry Merkle, Rev. J. W. Childs and Mr. Parks, the speakers agreeing that what the public wanted was a happy combination of each. "How Can We Win the Consumers to the Merchants' Side?" was discussed by A. C. Huff, A. Schlage, O. H. Best and Mr. Kline. The concensus of opinion being that it could be done easiest by always giving the customer a square deal.

John Harper, of Jno. Bowen & Sons, delivered an able address on the subject, "Is the Time at Hand When the Retail Merchant Should Restrict Credits?" Other subjects were discussed by O. H. Best, "How Can We Educate the Merchant That the Organization Is an Investment and Not an Expense." J. R. Gray, "How Can We Best Secure Attendance at Meetings?" On motion of Messrs. Gray and Stein, the convention went on record as against "Sunday selling" after a stirring address on the subject had been made by James Bowen, Esq. Short talks were made by J. K. Schwenk, vice-president, and J. B. Clemens, secretary of the Business Men's Association of Eastern Pennsylvania. Organizer Smedley then delivered an address on "A Bird's-eye View of the State." Place and date for next convention was left in the hands of the Executive Committee.

* * *

On June 17th and 18th the Organizer was the guest of the Sunbury Association on an automobile trip to various towns in five counties. For this purpose 14 automobiles were used and the number of merchants included in the party was 60, headed by President W. W. Fisher and Secretary Ely Bion. The party left Sunbury on the morning of the 17th, visiting Watsontown, Montoursville, Montgomery, Muncy and Williamsport, arriving at the latter place in time for luncheon at the Park Hotel. A committee of Williamsport business men made things pleasant for them during the stay. At 3 P. M. the party left for Jersey Shore and Lock Haven. About 15 miles from the latter town a committee of Lock Haven business men met the party and escorted them to the Fallon House, where dinner was served and where the party put up for the night. After dinner a reception was tendered the visitors at the new High School, where addresses were made by President Schaffer, of the Lock Haven Association; President W. W. Fisher, Secretary Bion, school superintendent, C. M. Ellenberger, Attorney H. S. Knight and Organizer Smedley. E. M. Heffner made the closing address, after which lunch was served.

On Friday morning the party left Lock Haven for State College, where the new penitentiary was viewed, also the college grounds. From there to Bellefonte, thence to Center Hall, Millheim, Mifflinsburg and Lewisburg, returning to Sunbury at 9.40 P. M., the trip covering 200 miles. Receptions were given at Watsontown and Millheim, refreshments being served at both places, and short talks made at practically all stopping places.

The Sunbury excursion was a trade event of great interest and will do a lot towards creating good feeling, not only between those who participated, but the towns visited and Sunbury. We hope to see more of these trips planned by the association.

WANTED USED NATIONAL CASH REGISTER

Must be modern, a check thrower, in good condition and cheap, describe fully.

Address C. R. care Modern Merchant and Grocery World, 927 Arch Street, Philadelphia, Pa.

Selling Talks With Clerks

BY A MAN WHO HAS BEEN ONE

Conducted by W. E. SWEENEY, Manager for L. Lehman & Co.'s Department Food Store, Dover, N. J.

Ways of Increasing Sales.—The writer looked over a few back orders of a very good customer and observed that she never bought butter. He had a little talk with her one day, took her over to the butter department and asked her to sample the best grade. From that week each order included three pounds.

* * *

How many times a day and with how man people can you gain new business? Not necessarily butter, but some one staple article. It may be cheese. It may be coffee or tea or flour. That one experience which required so little time and so little effort made a difference on the butter scales of about $50 a year—small, to be sure, but think of what it would mean were each of you men to get after your customers in this way.

Experience proves that comparatively few customers buy *everything* in our line at one store. So the fellow who is on the job, who is keen and observing and really interested is the success, and the more you do this sort of thing the more fascinating it becomes.

* * *

Then, again, it is quite important that you boys should realize that clerkship isn't salesmanship. To be of any account you must get away from the plain order writing habit. You must get into the class known as men of initiative—doing something different from common routine.

* * *

A man bought dollar Ceylon tea regularly and he used 25-cent coffee. Went to two stores to get these. Why? Because he had a notion that 25-cent coffee either wasn't sold or wasn't worth buying where he got his dollar tea. He was wrong. But we put him right, because he buys a good Santos regularly with his pet tea.

* * *

We do not wish to appear too personal in these articles or any number of cases could be written about that came directly under our notice.

It doesn't take any special genius to get after new business. You can do it in a quiet, common sense, polite way—a way that will give no offense to any one, but rather show you up as a good business chap, alive to the interest of your employer and at the same time positively alive to your own interest.

Indeed, gentlemen, none of us can get away from the fact that faith in business brings its own reward.

35

Several hundred retailers were recently questioned about nationally advertised brands. Eighty-one per cent. said they believed their customers realized perfectly that nationally advertised goods were thrice guaranteed—by the manufacturer, by the magazines carrying the advertising, and by the retailer. They said that an average of fifty-six per cent. of their customers asked for nationally advertised goods by name, and that this percentage was increasing all the time.

No better proof is needed that nationally advertised products are the products to sell.

THE ABOVE IS THE ADVERTISEMENT OF

Charles B. Knox Company, "Knox Gelatine"
Farwell & Rhines, "Criss Cross Cereals"
B. Fischer & Co., "Hotel Astor Coffee and Rice"
Walter M. Lowney Company, "Lowney's Cocoa and Chocolate"
The Welch Grape Juice Company, "Welch's Grape Juice"
The Wheatena Company, "Wheatena"
Walter Baker & Co., Ltd., "Baker's Cocoa and Chocolate"
"Chalmer's Gelatine," H. P. Taylor, Jr.
H. J. Heinz Company, "57 Varieties Pure Food Products"
The Hills Brothers Company, "Dromedary Products"
United Cereal Mills. "Washington Crisps"
The Cox Gelatine Company, "Cox's Gelatine"
G. Van Heusden, Jr., "Blooker's Cocoa"
American Sugar Refining Co., "Crystal Domino Products"

Where to Get Premium Goods

The "Modern Merchant and Grocery World" receives so many inquiries as to where subscribers can obtain premium goods of various sorts, that for the convenience of its readers it has compiled a little directory of responsible houses from which any of the goods listed can be obtained direct.

Advertising Novelties.

A. C. Bosselman & Co., 1 E. Thirteenth St., New York City.
R. M. Doernberger, 115-117 Park Row, New York City. (13)
Advertising Novelty Co., Newton, Iowa. (6)

China.

Saxon China Co., Sebring, Ohio.

Clothesline Reels and Vacuum Cleaners.

Feeny Mfg. Co., 1300 E. Washington St., Muncie, Ind. (10)

Cooking Utensils.

Aluminum Products Co., La Grange, Ill. (10)
American Aluminum Mfg. Co., Lemont, Ill.
Buckeye Aluminum Co., Wooster, Ohio. (26)
Lafayette Stamping and Enameling Co., W. Lafayette, Ohio. (13)
Republic Stamping and Enameling Co., Canton, Ohio.
The Vinton Co., Central Building, Portland, Ore.

Cutlery and Optical Goods.

Singer Brothers, 82 Bowery, New York City.

Dishes.

Knowles, Taylor & Knowles Co., E. Liverpool, Ohio.

Egg Separators, Strainers, Pancake Turners.

Wm. P. Perkins, 118 Nassau St., New York City.

Electric Novelties.

Interstate Electric Novelty Co., 29 Park Place, New York City.

French Ivory Premium Articles.

Yale Novelty Co., Leominster, Mass.

Games.

J. W. Hance Foundry Co., Waterville, Ohio.
Wm. Fuld, 1226 W. Central Ave., Baltimore, Md.

Glassware Novelties.

Jeannette Glass Co., Jeannette, Pa.

Household Specialties.

Dorsey Mfg. Co., 78 Broad St., Boston, Mass.
Kitchen Spec. Mfg. Co., Reading, Pa. (22)
Wachusett Specialty Co., Worcester, Mass.

Ice Picks and Tongs.

Wm. P. Perkins, 118 Nassau St., New York City.

Jewelry.

Clark & Coombes Co., 162 Clifford St., Providence, R. I. (20)
Geo. W. Dover Co., 79 Ship St., Providence, R. I.
Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.
Fray Jewelry Co., 9 Federal St., Providence, R. I. (10)

Nail Files, Puzzles, Key Rings.

Wm. P. Perkins, 118 Nassau St., New York City.

Pearl Inlaid Initial Service Trays.

Pearl Emblem Works, 673 W. Madison St., Chicago, Ill. (4-2)

Pens and Pencils.

Pencil Exchange, 69 Fleet St., Jersey City, N. J.
Souvenir Lead Pencil Co., Cedar Rapids, Iowa.
J. Ullrich & Co., 27 Thames St., New York City.

Post Cards, Etc.

E. C. Kropp Co., Milwaukee, Wis. (Special post cards made to order.)
Mail Dealers' Wholesale House, Chicago, Ill. (10)

Premiums.

Gustav Fox Co., 14 E. Fourth St., Cincinnati, Ohio.
F. E. Wilson Mfg. Co., Lancaster, Ohio.

Rugs.

Edw. H. Condon, Stonington, Me.

Rulers—Steel and Wood. Yardsticks.

Wm. P. Perkins, 118 Nassau St., New York City.

Shears.

Atlas Shear Co., Bridgeport, Conn.

Toilet Sets (Brush, Comb and Mirror; Manicure; Shaving).

Ellis & Golterman, Inc., 122 W. Twenty-seventh St., New York City.

Wire and Metal Goods Novelties.

E. A. Bulman Mfg. Co., Grand Rapids, Mich.
Rockwell-Clough Co., Alton, N. H.

Written for the "Modern Merchant and Grocery World."

Why Retailers Should Willingly Give Financial Statements of Their Business

New York State Contributor Also Tells How Such a Statement Should Be Given. What a Manufacturer or Jobber Wants to Know When He Asks for a Financial Statement.

A request for a financial statement is no reflection upon the standing or ability of the party asked, but simply a request for information upon which business may be intelligently conducted.

When buyer and seller reside in cities far apart they rarely, if ever, meet, and business is conducted either through the traveling salesman, the resident agent, or through the mail. What then is more natural than to ask for information as to a prospective buyer's financial stability? While references are useful, they do not carry the weight which attaches to a first-hand statement, for no one can tell a buyer's condition better than the man himself.

The information contained in a statement will, of course, vary somewhat according to the nature of the concern. A statement of an incorporated company will have items not required in that of a partnership or an individual.

In the case of a partnership, a statement along the following lines would appear desirable:—

Names of partners.
Age of partners, and if married.
Nature of business.
When established.

These details are of service in determining desirability of the concern; for instance, two young men with a newly established business would naturally not be granted as large a line of credit as partners of more mature age, with an establishment of a term of years. On the other hand, it may be assumed that if the partners are past their prime they may not be as aggressive as younger men. An ideal would appear to be a combination of a young man and one of maturer age—a blending of energy and caution, ambition and experience.

Assets shown should consist of:
Stock:—
This should show on what basis the inventory is taken, whether actual cost of material, or market value at time of inventory, or at some nominal figure. In any event, for use in deciding a line of credit some deduction should be made.

Fixtures and store appliances:—
In using this figure a leeway of 50 per cent. for depreciation should be taken.

Real estate:—
Where situated.
Value.
If encumbered.
Autos, horses and trucks.
Cash in hand.
Cash in bank.
Bills receivable.
Accounts receivable:—
Good.
Doubtful.
Liabilities shown should consist of:—
Capital stock.
Accounts payable:—
Not due.
Past due.
Bills payable:—
State whether for merchandise or for something else, and when due.
Borrowed money:—
From Bank.
From others.
Accrued Taxes.
Reserve for depreciation.
Surplus.
Further information desirable:
Name of bank.
Date of inventory.
Books kept.
Amount of sales last year.
Amount of expenses last year.
What proportion of sales on credit.
Terms of such credits.
Are any accounts pledged or transferred.
Are any suits pending.
Amount of bad debts written off last year.
Insurance carried on:—
Buildings.
Fixtures.
Stock.
Credit insurance, if any.
Principal sources of supply.
Outside assets of each partner:—
Real estate, etc.
Outside liabilities as endorser or borrower.

The moral risk cannot, of course, be reduced to a statement, but with the information outlined, a credit man is in a position to decide upon what line shall be allowed to a concern applying for an account.

A. P. RUDKIN.
Rome, N. Y., June 24, 1915.

CORRESPONDENCE.

A New Wholesale Grocery House in Reading, Pa.

Reading, Pa., June 21, 1915.
To the Editor.

Dear Sir:—Would you please insert the following in your next issue that the C. S. Bomberger Co., Reading, Pa., are about to enter the wholesale grocery field and invite the correspondence of manufacturers looking for distributors for their product.

Yours very truly,
C. S. BOMBERGER CO.

* * *

Directory of Wholesale Grocers.

Cleveland, Ohio, June 14, 1915.
To the Editor.

Dear Sir:—We would like very much to secure a list of the names and addresses of all the wholesale grocery merchants and jobbers in the United States. We thought possibly you had such a list.

Will you please advise us whether you have, and if so, what your charges are for a copy of it.

If you haven't this list, perhaps you can advise us where we can secure one.

Your co-operation in this respect will be very greatly appreciated.

Sincerely yours,
PHILIP FRANKEL,
Secretary National Cloak, Suit, Skirt and Dress Manufacturers' Association.

Such a directory is published by Orrin Thacker, Columbus, Ohio, and costs $1.

* * *

Who Can Use This Man?

McAlisterville, Pa.,
June 24, 1915.
To the Editor.

Dear Sir:—About six weeks ago I disposed of my mercantile business in McAlisterville with the intention of finally locating in the far West and, incidentally, attending the Exposition at San Francisco. Now I have about completed preparatory arrangements and since several things that I had in view have failed to materialize, I want to ask you if you can put me in touch with some wholesale concern or business that could use me? I have had five years' experience in the work in general (country town) store with a stock of about $5,000. I am thirty-one years of age. Do not care to invest at this time, but would like to have something as an employee until I get better acquainted with conditions. Further information will be gladly forwarded upon application.

Awaiting your early reply and thanking you in advance for any courtesy extended, I am,

Yours truly,
S. C. WATTS.

P. S.—As to location, prefer California.

The Butter-Kist Pop Corn Machine.

One of the most progressive and successful profit making devices for stores of all sorts is the Butter-Kist pop corn machine, manufactured by Holcomb & Hoke Mfg. Co., Indianapolis, Ind. Butter-Kist pop corn business has now been developed into a nation wide trade, with a national advertising campaign and a well-organized company of large proportion behind it.

The Butter-Kist pop corn machine at last brings pop corn inside of the store as a desirable commodity and has developed a very profitable trade for stores of all sorts, and is a particular success in stores that handle confectionery. This machine and its product and the new sales and advertising arrangements have overcome all of the old faults of pop corn from the storekeeper's viewpoint.

This ingenious motor driven Butter-Kist machine does everything but think. The inventor did all the thinking, so there is no necessity for cerebration in the popping of Butter-Kist corn in this modern way. Into the hopper at the top the corn is poured in by the operator. The button controlling the motor is pushed and the machine does the rest. It feeds raw pop corn from the hopper to the warming pan, holds it in the warming pan in cages that oscillate, rotate and are kept in constant motion by the power driven mechanism until every last kernel of the corn is popped and thoroughly dried.

Then the cage full of pop corn is automatically tilted and emptied onto a conveyor chain, which separates the unpopped kernels and carries the corn to the buttering device, where each morsel is coated with the proper amount of butter at the psychological moment.

The machine operator has nothing to do but fill the bags with Butter-Kist pop corn and rake in the nickels and dimes. This ingenious machine takes care of itself, requiring practically no attention, and turns out what experts call "the finest pop corn ever produced." Nothing is left to the memory, care or skill of the operator. Every slightest process of the popping of the corn is an automatic process. This machine is designed on scientific lines and that is why it turns out pop corn of a quality that has never before been produced. It is the last word in purity—never touched by hands, and no part of the process is left to human error.—Advt.

Now It's Time
to suggest
MAPLEINE
delicious flavor for ices, punches, summer desserts.
ORDER FROM
WILLIAMS & ROOT
19 South Front Street
Philadelphia, Pa.
JOHN DEAN
801 Empire Building
Pittsburg, Pa.
H. H. SIMPSON
841 Ellicott Square
Buffalo, N. Y.
CRESCENT MFG. CO.
SEATTLE, WASH.

Your Trade Wait for This, Brother

Chase-O is a laundry crystal that cuts the work of washing down about seventy-five per cent. The clothes are boiled with soap and a little **Chase-O** and the **Chase-O** does the work. Costs five cents.

Every woman is looking for some way of saving work. Get her once using **Chase-O** and she'll sell her china after that to get it.

Ask your jobber or ask us.

Chase-O Manufacturing Co.
45 South Front Street, Philadelphia, Pa.

What Vogt Quality Means

The consummation of an ideal
Quality in Pork and Beef Products
The purity of the finished article is of first importance

Hams, Bacon, Sausage, Canned Scrapple

AND AGAIN

SOMETHING ENTIRELY NEW

Vogt's Baked Meatkake

oven-baked—and is all meat of the choicest kind, in Sanitary Cans, open with key.

Meets with cordial response. Fine for picnics, auto lunches, handy for breakfast, luncheon or night suppers. **90c** doz. to retailers, 2 doz. to case.

Ask Your Jobber

F. G. VOGT & SONS, Incorporated
30th and Race Streets, Philadelphia

Clean, Uncoated Rice

¶ Retailers who have given **Imperator** uncoated rice a chance have sometimes wondered why they sold so much more rice with no extra effort.

¶ One reason is that **Imperator** rice is uncoated—clean and natural—and consumers like that when they once understand it. The other reason is that it is fancy head rice of unusual quality.

¶ Write to us, please.

D. S. & H. CRAIG, Inc. - - Philadelphia, Pa.

To the merchant

—Who Is Discouraged.

—Who Finds His Sales Falling Off.

—Who Has to Meet the Big Mail Order Competition.

THE "Sperry" SYSTEM
of
National Service

Offers a means to better things

To—

Renewed Confidence
Increased Sales
Drawing power which will enable him to laugh at the big catalog house competition

The "Sperry" system of profit sharing, through the use of the Famous S. & H. Green Trading Stamp and the **Hamilton** Coupon has lifted thousands of retail merchants out of the Slough of Despond.

It Can Do the Same for You

The Sperry & Hutchinson Co.
2 W. 45th Street NEW YORK CITY
George B. Caldwell, President

THE VALUE OF BRIGHT STORES

¶ The difficulty of making a sale—whether it be dry goods or vegetables, jewelry or shoes is increased tenfold in a poorly lighted store. Other things being equal, the Electrically lighted shop will do more business than the store which uses other illuminants. "Indoor Daylight" can only be obtained by the use of Mazda Electric lamps.

The Philadelphia Electric Co.
Tenth and Chestnut Streets

Suppose You Hire a Salesman and Do No More Trade?

¶ Suppose your customers are all coming to the store to buy. You decide to hire a salesman to go to their houses for their orders, which you do. You do no more trade than you did before; aren't your expenses greater, and don't you have to raise your prices to take care of that?

¶ Exactly the difference between our plan of selling **TEAS AND COFFEES** by mail, and other houses' plan of selling them through salesmen. The latter's prices *must* be higher—there is no way out of it. And you pay the extra percentage.

¶ Let us match a sample by mail—you'll see our plan in one minute.

DURYEE & BARWISE
Roasters and Packers Teas and Coffees
533 Greenwich St., NEW YORK
ESTABLISHED 1897

The Grocery Markets

Tea.

There has been no change in tea during the week. Low grades are still very high, relatively, and will probably continue to be. The trade appear to be generally of the opinion that the New York decision published a week or two ago, allowing artificially colored green teas to enter the country, will not help the tea business in the United States. It appears to be believed that as soon as the trade generally know that green teas are artificially colored they will stop handling them, because they will be afraid to encounter trouble under the American food laws. If this feeling is correct it will give green teas a black eye in this country from which they will never recover. Prices have not changed during the week and the consumptive demand is fair.

Coffee.

The coffee market has shown no particular improvement during the week. Spot coffees are steady, especially the better grades of roasting coffees. Speculative coffee was rather weaker, but closes the week a little better. Mild grades are unchanged and quiet.

Sugar.

Sugar continues to rule on the same basis as for several weeks past, all refiners quoting granulated at 6.10, but selling at 6 cents. The consumptive demand for refined sugar is beginning to be good as the fruit season opens. Raw sugar is unchanged and quiet.

Syrup and Molasses.

Glucose shows no change for the week nor do any of its products. Compound syrup very dull at ruling prices. Sugar syrup and molasses are both occupying a back seat and unchanged in price.

Fish.

Norway mackerel continue scarce and firm. On account of small stock of good Norways and the practical certainty that the coming season's production will be greatly reduced, the market is in a very unsettled condition. Norway mackerel are now bringing about $4 per barrel more than the lowest point and the demand for anything good is very keen. Irish mackerel are not figuring as there are practically none coming in. The catch of shore mackerel is proving disappointing and they, too, are not cutting very much of a figure. Domestic sardines are low and comparatively weak, with the demand very low. Imported sardines are exactly where they have been for some time, the feeling being very firm. The supply of French sardines is practically reduced to nothing. Salmon is unchanged and quiet.

Canned Goods.

Tomatoes are unchanged on the same basis ruling for some time past. The demand is quiet. The outlook for the coming crop is fair at the present time. Corn and peas are unchanged and very dull. Packers of new Delaware peas have dropped the price to 60 cents in a large way, and the quality is very good, but the demand is quite light. The large supply of spot peas is stagnating the market. Apples are unchanged and dull. Spot California canned goods are not wanted, although prices are entirely in buyer's favor. The situation as to future California canned goods is uncertain as the independents are quoting 10 or 15 cents a dozen below the association's price. The demand for future California canned goods is not very large. Small Eastern staple canned goods are unchanged and quiet at present. The pack of Eastern pears will be very light.

Dried Fruits.

Spot prunes are unchanged and still firm. Future prunes are still dull and neglected at about the formerly quoted prices. Peaches and apricots are dull and unchanged. Prices still very low. Nineteen hundred and fourteen fancy seeded raisins for August and September shipment at the special price named some time ago have gone begging, and apparently an important reason is the freely expressed antipathy which wholesale buyers bear to the Raisin Association.

Beans and Peas.

Pea beans and marrows are both unchanged as to price and in quiet demand. California limas are selling still at the recently reduced prices. On spot in a large way the quotation is 5.30 cents per pound. To come forward, however, they can be bought for 5 cents. Green and Scotch peas are unchanged and dull.

Butter.

There is a heavier production of butter and a tendency toward lower prices in other markets, although at the present writing this tendency has not yet appeared in this market. It will doubtless come, however, and when it does, a decline of ½ cent will be probable. The current make of butter, both as to quantity and quality, is running very good and considerable butter is going into storage on a basis of from 1 to 2 cents higher than a year ago. The consumptive demand for butter is very fair.

Eggs.

Eggs show no change in price during the week, although good eggs free from heat are bringing full prices. A considerable percentage of the receipts appear to show the effects of heat. The storage season is over, and the trade are now depending entirely upon the consumptive demand. More eggs were stored this year than last, although the price was about the same.

Cheese.

There has been a sort of slump in the cheese market during the week owing to the collapse of the export demand, and prices have declined about 2 cents per pound. The market recovered, however, about ¾ of a cent. Added to the collapse of the export demand is the fact that the production is now at its height. Cheese is now below last year.

Provisions.

There has been no change anywhere in the provision market during the week. All cuts of smoked meats are unchanged in price and in moderate demand. Pure and compound lard are unchanged and dull. Barreled pork, dried beef and canned meats are all unchanged and in quiet demand.

INDIVIDUAL MARKET REPORTS.

Standard Canned Goods.

The most interesting development last week in the canned goods situation here was the large receipts of green string beans, white wax string beans, gooseberries and cherries. The orders did not come along in proportion to the pack, although the inquiry for each article was healthy. We look for some interesting developments in the lines of fruits and vegetables, and we feel cer-

tain that those who anticipate at least a portion of their season's requirements will find the result of their purchases now to be on the right-hand side of the balance sheet when inventory time rolls around.

Spot tomatoes still hold the center of the stage, and they are making new friends daily. The orders came in freely and well-known brands are being rapidly cleaned up. Future tomatoes are practicaly at a standstill, but the canners do not show any suspense because of the lack of orders. We are having ideal weather conditions for the growing of tomatoes and the coming crop is in excellent shape at this time. There is, however, "many a slip 'twixt the cup and the lip."

THOS. J. MEEHAN & CO.
Baltimore, Md.

Evaporated Apples, Etc.

Trading continues very light in the local evaporated apple market, but prices are very firmly held on both spot and future goods.

There is fair demand for small quantities of spot apples at from 7½ to 9 cents per pound according to quality, but very few carload orders come in.

Future apples are stronger, sellers wanting on the basis of 8 cents for prime in 50-pound boxes. Poor crop reports seem to be the cause of the higher asking price.

Speculators are showing no interest, as they consider prices too high. On the other hand, no one cares to sell short, as they consider that a good demand from Europe might bring still higher prices.

Raspberries are quotable at from 22½ to 23 cents in barrels, with very little demand.

C. C. HALL.
Rochester, N. Y.

Imported Fish Specialties.

We have a rather interesting letter from our agent in Norway in regard to the cod fisheries. Up to the time of his writing about 14,000,000 stockfish were cured against about 14,500,000 stockfish last season; and about 44,000,000 codfish were cured against about 55,000,000 codfish last season. This shows a considerably smaller quantity cured this season. Ordinarily about 1⅜ to 2¾ cents is paid per kilo for the fresh codfish in Norway, while this year the prices for fresh fish were ruling from 4½ to 6 cents per kilo—quite a difference, which does not seem to be justified by actual circumstances. The fishermen are, of course, all excited, thinking that the nations at war will buy these goods at any price they will ask, and there is no use trying to argue with them to come to a reasonable basis for immediate transactions. We shall have to wait and see how the market will turn when the fish is really cured, and when it has to be sold. It seems that in all reason prices will have to be more reasonable than they are now.

As a rule at this season of the year contracts are made for a supply of salt Norwegian herring with the fisher people. The fishermen claim that they do not wish to sell their herrings unless about twice or twice and a half the price were paid them than they received last year. They claim that their demands are justified by the enormous advance in price of coal, and the unusual risks that they are taking in going out to fish for those herrings. If we figure that those little steamers that go out to catch those herrings use about 150 tons of coal on their trip, it must be said that there is some justification in the demands of the fishermen, although their demands seem to be rather exorbitant at the present time.

Owing to the very large expected demand from the countries at war for fish of all kinds, there is a lot of speculation, and unhealthy speculation going on at the present time in Norway in future deliveries of fish, and some people may get burned very badly. We ourselves are not making any contracts for forward delivery, and prefer to await developments before committing ourselves.

As we reported right along there has been an unprecedented and enormous demand for all kinds of sardines, and canned fish in Norway, but this seems to have stopped now. Nevertheless, packers are still demanding some high prices, and it remains to be seen whether they will be able to sell their goods at the same high figures that they have exacted from us heretofore, or whether they will have to come down to a more reasonable basis.

Sprats are getting to be as scarce as gold, as no new supplies can be had and old stocks are gradually being cleared.

There is a decidedly better feeling in the mackerel market, and demand is somewhat better, although not at all satisfactory as yet.

STROHMEYER & ARPE CO.
New York.

Agricultural Department Invents New Product—Apple Syrup.

Finds Way to Utilize Large Percentage of Apple Crop, Which Is Now Waste, and Also Adds Palatable Product to List of Foods. Table Syrup Made From Cider Costs About Forty-five Cents Per Gallon.

Special Correspondence of "Modern Merchant and Grocery World."

Washington, D. C.,
June 25, 1915.

Twenty-five per cent. of the apples grown in American orchards never figure in the food supply of the nation, according to estimates of specialists who have been studying apple production. These waste apples are either good fruit for which the farmer can find no profitable market and therefore allows to rot under the trees, or surplus culls, left undisposed of after all demands for vinegar and fresh cider have been met. Food conservationists who have long been studying the problem of reducing this waste are inclined to attribute the loss of good fruit, in some measure at least, to defects in existing marketing systems and the failure of orchardists to avail themselves fully of cold storage as a means of keeping fruit from the season of plenty to the season of scarcity and better prices. The problem, however, of turning the culls and the apples too small for retail sale into profit seems to call not for improved marketing conditions but for the transformation of this material into new forms of food.

Although cider making calls for a comparatively inexpensive equipment and involves low labor cost, the mere making of fresh cider will not solve the problem. Cider is so perishable that its sale is possible only over a limited period and its principal consumption is during the holiday season. Moreover, fresh cider sells for so low a price and is so bulky that even if it kept well, long distance shipment of it from the apple fields to the large cities is not profitable.

Some time ago the Department of Agriculture began experiments to determine whether it was not possible to make from fresh cider table syrup which would be a palatable and valuable food and would keep indefinitely in sealed containers, like the syrup made from cane or sorghum. Experiments in boiling the cider concentrated by freezing gave a stable syrup which, however, had a distinctly acid flavor as well as a cooked taste. After experiments with various methods of eliminating or reducing the acid, it was found that cider to which carbonate or milk of lime had been added could, after settling or filtering, and boiling, yield a stable and attractive table syrup with a fine

Your Own Case

Take your own case—you know Uneeda, Zu Zu and Nabisco, leaders of the National Biscuit Company line. You know they are the standard of quality.

What is true in your case is true of your customers. They, too, know that N. B. C. goods are standard. That is why they buy them. And that is why you should sell them.

Profitable as National Biscuit Company advertising has been for the grocer, the continuance of it will be still more profitable, increasing consumer demand and making selling still easier.

A complete line of N. B. C. products will soon convince you that this advertising is profitable to you.

Zu Zu Ginger Snaps—the kind that every child in your neighborhood asks for. Retail at 5 cents and move quickly.

Sell biscuit baked by

NATIONAL BISCUIT COMPANY

Yeast *and* Fleischmann

¶ When your average customer thinks of yeast, she recalls the name Fleischmann.

¶ That's because these two names have been linked together for fifty years, and yeast bearing this name has established itself as clean, fresh, strong and dependable.

flavor. It is a clear ruby-colored product varying from a deep ruby red to lighter shades, according to the character of apples used in making the cider. This syrup, which is similar in consistency to maple syrup, can be used like any other table syrup. If made in accordance with these directions it will have a delicate and novel flavor, somewhat similar to that of the sugar which forms when apples are baked. Its manufacturing cost is about 45 cents a gallon. HOLT.

ITEMS OF GENERAL INTEREST.

Gloomy Prophecy as to Dried Fruit Outlook.

Touching the depressed condition of most dried fruits, especially peaches, the San Francisco, Cal., "Weekly Chronicle" expresses the following rather gloomy views:—

As to dried fruit prices, the trade is taking on a very gloomy attitude. Probably that is the only safe thing for them to do, but neither the trade nor anybody else can have any grounds whatever for an opinion of any kind as to the prices of dried fruit next autumn. Buying or selling at the present time is gambling. Any grower or any dealer who has on hand raisins or other dried fruit of the 1914 crop has only himself to blame for it. There could have been a complete clean-up last year at remunerative prices of all dried fruits except peaches, and peaches could have been got rid of at some prices.

There is no doubt that the peach industry of the country has been greatly overexploited. Owners are tearing out peach trees from Georgia to Washington. Freestone peaches are not desired by canners and the country cannot consume the output of this fruit fresh. The only course is to dry it, and for that purpose our ability to dry in the sun gives us an advantage over any other part of the country where peaches are extensively grown. Dried peaches are excellent food. There ought to be a very large sale for them at prices which will pay growers fairly well, and we are confident that such a market can be created. But it will have to be by a much better and more attractive article than the most of the dried peaches which we have recently offered for sale. The salvation of our freestone peach industry is in making the dried product attractive. It tastes good even as it is.

The Most Remarkable Law Up to Date on Monopoly and Restraint of Trade.

A sensationally revolutionary law regarding the manufacture and sale of sugar within the State has just been passed in Louisiana. A summary is as follows:—

Section 1 enacts that refining sugar in Louisiana is a public interest and sugar refineries are declared to be "public utilities."

Section 3 provides that any person refining sugar shall make monthly reports to the State Inspector showing amount of sugar bought and the price; amount sold and price; amount contracted to be sold and price; amount of sugar on storage and cost of holding it; number of days and hours in operation; amount of raw sugar melted and amount of refined produced; amount expended for repairs and upkeep and in general and overhead charges; the condition of the plant and reason for any and all stoppages and non-operation. Tabulation of this data every six months shall be open to the public.

Section 5 provides for refiners to pay to State Inspector ½ cent on each 350 pounds of granulated sugar for salary and expense of office.

Section 7 provides that a refiner who shall systematically pay in Louisiana a less price for sugar than he pays in any other State shall be considered a party to a monopoly, combination or conspiracy in restraint of trade, and upon conviction thereof shall be subject to a fine of $500 a day for the period during which he is adjudged to have done so; his license shall be revoked and cancelled, the domestic corporation liquidated and the foreign corporation ousted from the State and its property sold.

Violation of this provision, or violation of the obligation to operate any refinery as a public utility, the court may, if irreparable injury to the public interest is shown, appoint a receiver, who shall be authorized to carry on the business.

Section 8 enacts that if any refinery has been closed or kept idle for more than a year it shall be presumed that this action was for the purpose of violating the laws of the State, and the court, upon sufficient proof of same, shall issue an order to the owner of such refinery requiring that the refinery be sold to bona fide third parties within six months, and failing such sale the court shall appoint a receiver to make sale, lease or other disposition of the property.

Biggest Oleo Frauds on Record Now Fully Laid Bare.

Recent violators of the oleomargarine law have defrauded the Federal Government out of at least $27,000,000 due in stamp and special taxes. An investigation into the subject has just been concluded by the Internal Revenue Department at Washington. Frauds committed as long ago as 1902 have been uncovered by the Commissioner. Unpaid taxes aggregating $851,000 have been recovered and deposited in the Treasury, "with the prospect of further large collections." Forty-two violators of the law have been convicted since January 1st, and 29 of these have been given prison sentences. Fines aggregating $148,000 have been assessed, in addition to the recoveries actually made. Since 1902 more than 200,000,000 pounds of colored oleomargarine have been manufactured and fraudulently sold as the uncolored product. It is believed that a great proportion of this product reached consumers as butter. This amount represents more than twice the average yearly consumption of both colored and uncolored oleomargarine by the people of the United States since the present law went into effect. Approximately 185,000,000 pounds of this 200,000,000 pounds were sold by oleomargarine manufacturers to dealers as uncolored oleomargarine, and then, in many cases, sold to the ultimate consumer as butter. The remaining 15,000,000 pounds were made by butter manufacturers and sold as butter without the payment of any tax. In perpetrating these frauds the oleomargarine manufacturers have paid only a ¼-cent tax, when they should have paid 10 cents! or in the case of butter manufacturers who sold the product as butter, no tax was paid. Six thousand frauds have been detected in two years. Violators resorted to ingenious schemes to avoid payment of the tax. In many instances they purchased palm oil with which to color their product, imported it to their factories by circuitous routes, and used it with other ingredients to mask it from detection. Butter manufacturers compounded "ladle butter" with oleomargarine oil, coloring the resulting product and putting it on the market as butter. While there was a total of approximately $27,000,000 in taxes due the Government from the larger offenders, only $4,650,000 was within the assessable period of two years fixed by the statutes. Steps will be taken to recover this balance. From one manufacturer alone it is believed that the total collections will reach $1,150,000.

Pennsylvania News Items.

The United Retail Grocery Stores Co., with headquarters 373 Oliver Building, Pittsburg, Pa., which went into the hands of a receiver some time ago—Harry C. McKeever—has sold its stores at Irwin, Monessen and Homestead. McKeever, who was connected with the concern before he became receiver, is now selling for a Pittsburg tea house.

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILA'A.

A Sweet Special

KIRK, FOSTER & CO. WHOLESALE GROCERS 208 N. DELAWARE AVE. AND 209 N. WATER ST. PHILA'A.

We offer one of the best bargains in pure sugar syrup we have had for a long time—good color, equal to some of the corn syrups, good, sweet flavor, exceptionally fine and price three to four cents per gallon below the usual price for this grade of pure syrup.

Mighty Fine Sugar Syrups

Barrels Only. Price 24 Cents per Gallon

KIRK, FOSTER & CO. WHOLESALE GROCERS 209 NORTH WATER STREET PHILADELPHIA - PENNSYLVANIA

Well, which side are you on?

For months we have been talking Westfield to the grocers of America, and hundreds have joined the procession—and are making money out of it.

What have *you* to say about it? Which side are you on—for pure foods and increasing profits, or poor foods and decreasing profits?

We have told you about the work that is sweeping all America. About Prof. Allyn, about Westfield, the Pure Food Town, about the Ladies' World and McClure's Magazine. About the 103 great newspapers. About the literature, lectures, moving pictures, exhibits, cooking schools, club women, window contests.

We have shown how the goods below typify Westfield and how the sign of the Pure Food Baby marks the storekeeper who stands for progress and pure foods.

Think of Parce of Binghamton, Hendricks of South Carolina, Dives, Pomeroy & Stewart of Harrisburg, Mykrantz of Columbus, Sturtevant of Concord, Lamberton of Schenectady and the thousands of wise, money making, shrewd grocers everywhere, the leaders in their communities, who have put Westfield to work for them. They haven't lost, they haven't let slip by the business created by the Westfield Movement, and it hasn't cost them a red cent.

You give up nothing to join. You merely affirm your progressive spirit. You merely say "I am for Pure Foods", instead of leaving customers and prospective customers in doubt.

You cannot remain neutral in this matter. Without the sign you deny your desire for good goods. With the sign you admit your allegiance with the good in modern business.

Plant this sign on your window. It will *grow* into profits for you.

A postal or letter to Dealer Service Department, McClure Publications, Inc., McClure Building, New York, will bring you a copy of the Westfield Book of Pure Foods and a Westfield Transparent Sign for your windows.

Push these Products and profit by their advertising

Every Product shown here has been tested at Westfield and found pure, clean and wholesome.

Something About a Good Wife.

My, but a good wife who's on to her job does certainly save you from a lot of things, don't she?

Such as, for instance, having more money than you can use. Don't mind me as to this last. It's only a sour remark caused by some bills coming in that I didn't expect. It's all right, but if things go on, I'm going to sell my old carcass to some dissecting society. That's just a hint I throw out here to a certain person. If things go on I won't have a blamed thing to leave when I die but a couple of false teeth.

I own up I'm grouchy, but I've got a grouch coming to me once in a while, ain't I? When I go on my rounds and see all you fellows rolling in gold and precious stones, of course I get sore.

I guess the only precious stones I'll ever get'll be gall stones.

Oh, well, it's off my stomach now, and I feel better. I go back where I started and say again that a good wife who's on her job can save a fellow from a whole lot of things, and I'm going to prove it with a case I ran up against last week.

You know some fellows always look to me like a sort of bunch of loose habits. The wife is the string that ties the bunch together and while the string's there they make a fairly decent bundle. Take off the string and the whole things falls apart. Ain't that right?

I know a grocer—I used to sell him—who's been in business all his life. Made a little money, too. He's always been all right. His credit was good and he had some conscience about things, and altogether I looked up to him as a good man.

He was married, but he never had any kids. I never saw his wife and didn't know anything about her, outside of the fact that he talked about her a good bit. My wife this and my wife that.

Why at one time that fellow ran three wagons. That means a pretty good business, don't it?

Last winter his wife died. He was about fifty-eight years old. She hadn't been in the ground two months before he took to smelling around for women. You know the only kind of women a fellow nearly sixty who's just buried his wife could get, don't you? Well, that was the kind he got—he was after 'em night and day. Got to hanging around corners—what d'ye know about that? Ain't women the devil?

The sort of women he ran after always hit the booze, so he hit it too. All his life he would take a glass of beer when he wanted it, but he never hit it up until he got in with these imitation women that pulled his leg to beat the band.

Honest, I believe there's women in the world that would take up with a mule if he had a bag tied around his neck with money in it. Wouldn't have to be much money, either.

I never saw a man go to pieces so quick in my life. Last week they tell me he was sold out by his landlord, and a whole lot of other people he owed money to swooped down on him and grabbed what little they could get. His stock went to one, his fixtures to somebody else, and so on. In twenty-four hours the business that had kept him and his wife all their lives went up in the air! Ain't it tough that such things have to go on?

Not a bit of this would have happened if that wife hadn't died. Not a single bit of it! She would have gone on being the string around the bundle and it would have stayed respectable till it died.

I'll tell you an idea I've got. You know about actresses—when they give a big actress a part they set another woman studying at it too, so that if the main actress gets sick some night, the second one can step in and play the part. I believe they call the second woman the understudy.

I ain't sure that it wouldn't be a good thing for every good wife to have somebody else studying he part. I only mean good wives, be cause it don't make any differenc whether the other kind live o die.

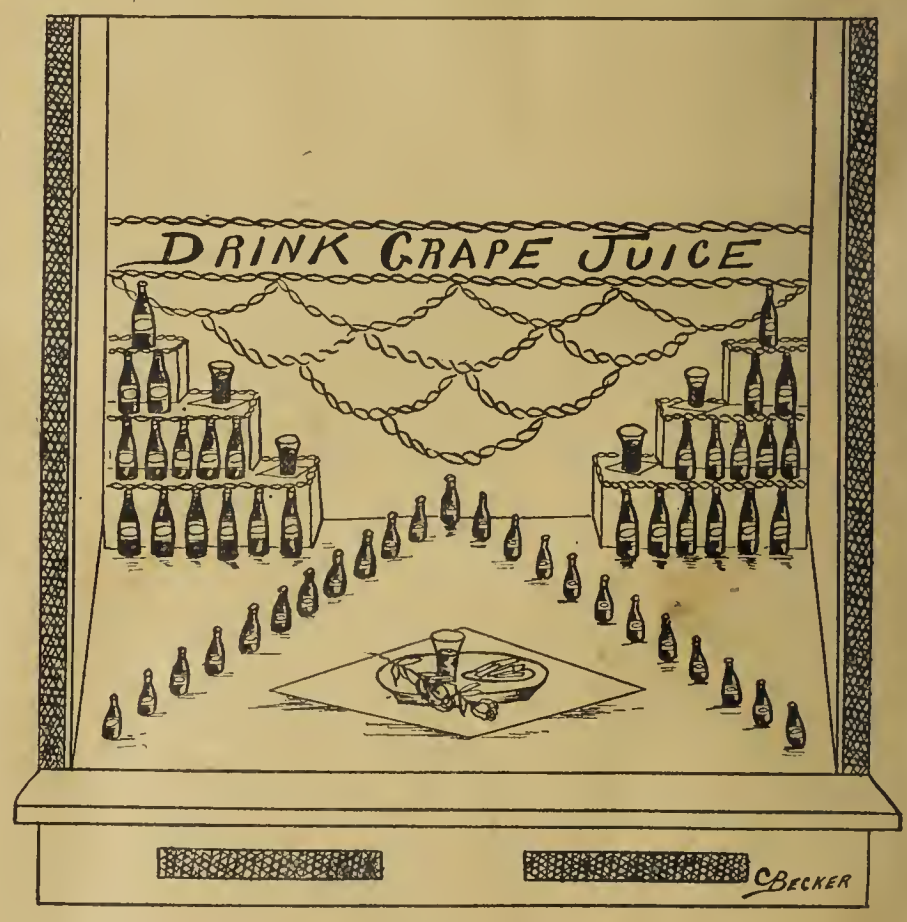
Then when the good wife dies the understudy can step right i and take the thing up. I ain't sur that the good wives will think thi is a good idea, but I ain't thinkin about them. I'm thinking about u poor bundles that have got to com apart unless we have strings aroun us.

THE STROLLER.

Grand Prize at Panama-Pacific Exposition Awarded to Walter Baker & Co. Ltd.

The Grand Prize for the superiority of cocoa and chocolate preparations has been awarded to Walter Baker & Co. Ltd., Dorchester, Mass. This famous old house has received 55 Highest Awards at the leading expositions in Europe and America.—Advt.

Weekly Window Display Suggestions



Grape Juice Display.

Cover the bottom of the window with pale green crepe paper first, then stretch a strip of white paper or muslin across the top of the rear of the window and letter in black like the illustration. Now put a twisted strip of purple crepe paper at the top and the bottom of the "sign" strip. Next cover three different size boxes with pale green crepe paper and finish around the edges with purple crepe paper and arrange them like they are in the illustration. On the front of these place quart bottles of grape juice, and on the sides a glass of the juice. Make two rows of the small bottles like the illustration and on a white napkin placed near the front of the window place a plate of Nabiscos, a spray of artificial flowers and a glass of grape juice. Have green crepe paper on the rear of the window and make twisted strips of the purple for decoration arranged as best you can.

The Unwise Grocer and the "Big-Can, Small-Sale" Baking Powder

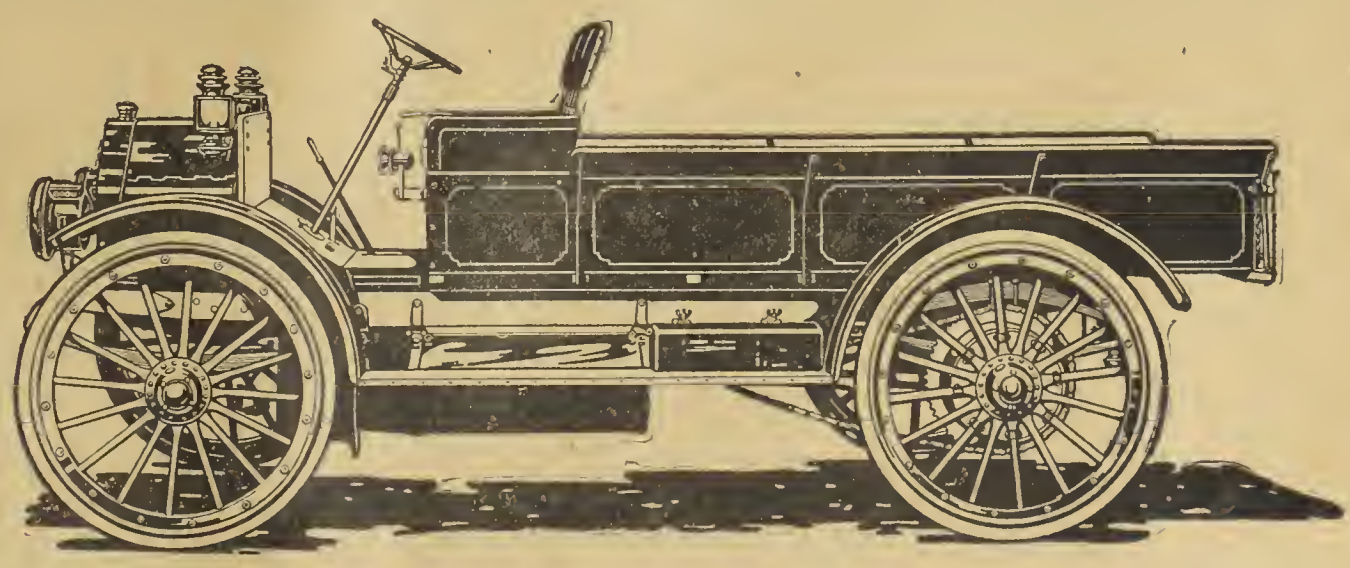
"I wish I had never put my money into that cheap baking powder. My customers want **Royal Baking Powder** and **Dr. Price's Cream Baking Powder** and won't take this in spite of the big can and the low price. I'm sick of seeing it sticking on my shelves and gathering dust. No more of it for me!"

Many a grocer has put a cheap, low grade baking powder in stock only to find that his customers would not buy it. If you stick to the leaders, the **sellers,** you'll make more money.

ROYAL BAKING POWDER COMPANY—NEW YORK

YOU NEED ONE OR MORE

International Motor Trucks



Every day you use an International Motor Truck you will grow more enthusiastic over it, as hundreds of grocers have done before you. Sturdy, dependable, reliable, willing, easy to manage, and economical—all this the International is.

It will do all the daily traveling, delivering, hauling goods over any and all kinds of roads where horses can go—and go much faster and much further. It will better your service, draw trade to your store, increase your profits. It will add many profitable hours to your life.

The motor is simple and powerful. The solid tires eliminate tire troubles. One convenient lever controls the car. Brakes are strong and sure. Various body styles are available. Over all kinds of roads the International will travel all day without tiring. Where is the horse that can do that?

If you look into the matter thoroughly and satisfy yourself, you will buy—and if you buy you will never regret. The International is built to save time and money and to widen workable territory for the man who wants bigger profits. Send a postal to-day for catalogues and full information to the

INTERNATIONAL HARVESTER COMPANY OF AMERICA
(Incorporated)

105 Harvester Building **CHICAGO U S A**

317.—The Law of a Case Involving a Dishonest Salesman.

An employer's legal responsibility for the things his salesman says and does is brought forward by a letter just received through a New York paper. Readers will bear in mind that the law is the same both as to the salesman of a manufacturer or a jobber, traveling on the road, and the store salesman or clerk of a retail dealer:—

> We have been put in an uncomfortable situation by a dishonest salesman, and should much like your advice on the legal complications which have ensued. This salesman has been in our employ for several years, and always went straight until a few months ago, when he got in with some bad people, and since then he has gone from bad to worse. He has mixed us up with our customers in several ways. To begin with, he took orders for certain of our merchandise at a cut price. The price is far below our cost, and of course he had no authority to name any such price. In selling the goods at these prices he made out an order at the regular price, which he sent to us, and left a duplicate with the customers containing the cut price.
>
> He also has collected a considerable sum of money from various customers and has failed to turn it in. We fear this when ascertained will run into several thousand dollars.
>
> The worst thing he has done, however, is to guarantee a certain preparation which we sell as fit for a certain purpose, which it is not fit for at all. It is similar to other preparations which are used for that purpose, but we have never sold it for that, and all our salesmen have been instructed to tell the trade openly that our brand was not sold for any such purpose. By untruthfully representing that it would do the work in question, this salesman has gotten quite a number of orders, and from buyers who have recommended it to their own trade for that, and when it did not make good the customers came back on their dealer, and the dealer now comes back on us. We are in a bad mix-up on this account.
>
> What is our legal status under all these complications?

It has always been a mystery to me that there were not more cases of this sort. An employer is to a very large degree at the mercy of his salesmen or his clerks. Good salesmen are scarce; therefore when a man gets a chance to hire what looks like one, he often snaps him up without looking deeply enough into his past.

The three questions presented here are common to any employer:

1.—When a salesman, without authority from his employer, or even perhaps against the positive instructions of his employer, takes an order for goods at a cut price, is the employer bound to fill it, or can he collect the regular price of the goods from the buyer?

2.—When a salesman collects money for his employer, without authority, or again, even against his employer's instructions, can the employer claim that it was paid to the wrong person and must be paid again, or is he bound to regard it as equivalent to payment to himself?

3.—When a salesman makes false representations or warranties about goods he sells for an employer, against the wish and order of his employer, and in consequence the customer gets into trouble with his own customers and has to take goods back and refund money, can the employer also be compelled to take the goods back and refund money, or can he claim that he is not responsible, because the salesman acted without authority?

In a nutshell, the answer to all these questions is "course of dealing." A salesman can do, and bind his employer in doing, anything like or similar to what his employer has recognized the salesman's right to do before.

To explain, consider the cut-price question first. I can make this plain by citing two imaginary cases. First. A salesman goes to a retailer and offers certain goods at a certain price. The retailer refuses to pay the price, and the salesman, after some haggling, cuts it without consulting his employer, who subsequently accepts the order at the cut price. This, which we will say happens several times, gives the retailer to understand that the salesman has some jurisdiction over prices. Second. A salesman offers goods to a retailer at a certain price. The retailer declines to pay the price and says that unless it can be reduced he will not buy. The salesman tells the retailer that he has no authority to change the price, but he will wire his house and see if they will change it. This he does, and afterward reduces it or refuses to reduce it, as the case may be. This, which again happens several times, gives the retailer to understand that the salesman has *no* jurisdiction over prices.

In the first case a salesman who took an order at a cut price would bind his employer, and the latter would have to fill it; but in the second case he would not, because in the first the employer led the retailer to understand that the salesman had some authority over prices, and in the second case he did not.

As to the collection of money, if the employer had permitted the salesman to collect *previous* bills and had accepted the money and receipted for them, then he gave the salesman standing as a collector, and any payment made to the salesman would be legally equivalent to payment to the house.

But if the salesman had never collected before, and the retailer knew that the custom of the house was that he should remit direct, which before he had always done, then he would pay the salesman at his own risk, and if the salesman stole the money, the employer could say: "You never really paid me at all, for the salesman was not my agent for the purpose of collecting. I never told you to pay him; I never in any way led you to believe I wanted you to pay him." In this the employer would be right, and the retailer would have to pay his bill again.

As to the false warranties that the salesman made, undoubtedly the employer is responsible for them, and must straighten the matter out with his customers, even to the extent of taking back the goods and refunding the money, and even further than that—paying any loss which his customers sustained. This because making representations and warranties about the goods was clearly within the scope of the salesman's authority, since that was a real part of the business of selling, which the salesman was sent out to do.

An irresponsible salesman can involve his employer in more legal liabilities in one hour than the employer can untie in a year. Some time I shall suggest how a salesman can be so tied up by legal contract that he can be prevented from doing this.

(*Copyright, June, 1915, by Elton J. Buckley.*)

—

Question: "Brooklyn, N. Y."—A customer owed me a bill for groceries; usually the lady took the goods. I sued the man and obtained judgment for the sum and costs. The business he is doing is not under his name: both the man and wife are wearing costly jewelry.

Do you think I can collect my judgment by taking the jewelry, or how?

Answer.—If you have judgment issue execution, which will force the real owner of the property in possession of the debtor to come forward and claim it. If you can't fasten the ownership of anything on the debtor, you can in your State put him through supplementary proceedings and make him completely disclose his financial condition.

—

NOTE.—Requests for information in this department should tersely set out in full all the facts bearing on the case, and all questions should be carefully framed to avoid misconstruction. Write on one side of the sheet only. Letters should be received at this office not later than Tuesday of each week to ensure an answer in the Monday's issue following. The signature and address of the writer must accompany all inquiries, and will be published unless there is a request not to do so. All inquiries received will be answered without charge. Address all communications to Legal Editor "Modern Merchant and Grocery World."

Read The Advertising World

for new and practical advertising ideas in various lines of trade. Its dictionary of headlines and ideas saves time for the busy grocer.

SUBSCRIPTION PRICE, $1.00 A YEAR

STAMP FOR SAMPLE

THE ADVERTISING WORLD, Columbus, Ohio

Buying on an Eighth of a Cent

¶ If you are buying **Coffee** for your fine trade on an eighth of a cent you may feel you can buy cheaper Coffee than **Harisco Standardized Coffee,** and so you can.

¶ But which is the more valuable—the eighth cent, or the knowledge on your customer's part that he can get the precise Coffee from you to-day that suited him so well when he bought it last month ?

¶ That is where **Harisco Standardized Coffees** come in. They are quite unlike any other line of Coffees, in that they represent, for every grade and every brand, standards made very high to begin with, and then by moving heaven and earth kept exact and uniform. We have fancy Coffees and we have the lower grades, all a part of the **Harisco** line.

The William B. Harris Co.
CUP QUALITY EXPERTS

Teas :: Coffees :: Spices
65 Front St. - NEW YORK

The Standardized Brands are Royal Stag, Royal Signet, Royal Gauntlet, Royal Crest, Royal Stag Java and Mocha, Royal Standard, Royal Mail, Royal Seal, Royal Sirrah, Royal Cup, Old Hermitage, Red Seal, Jamestown, Harisco Special.

The Fels-Naptha-

soap-popularity is as undisputed as that policy of selling which demands that a merchant to succeed must ever sell popular goods.

Goods are popular as they *satisfy consumers:* no more prominent leader in satisfaction goods than **Fels-Naptha** soap.

Fels & Co.
PHILADELPHIA

BURK'S Meat Loaf

SEASONABLE THROUGHOUT THE YEAR

Composed entirely of fine selected meats—contains no flour or cereals. Baked fresh daily in loaves of about six-pounds.

Makes a quick and delicious breakfast sliced and fried in a little butter.

Can also be served cold for luncheon, cut in thin slices or warmed in the oven in one piece to take the place of a roast.

BURK'S Lunch Roll

(Copyrighted)

SUBSTITUTE FOR BOILED HAM

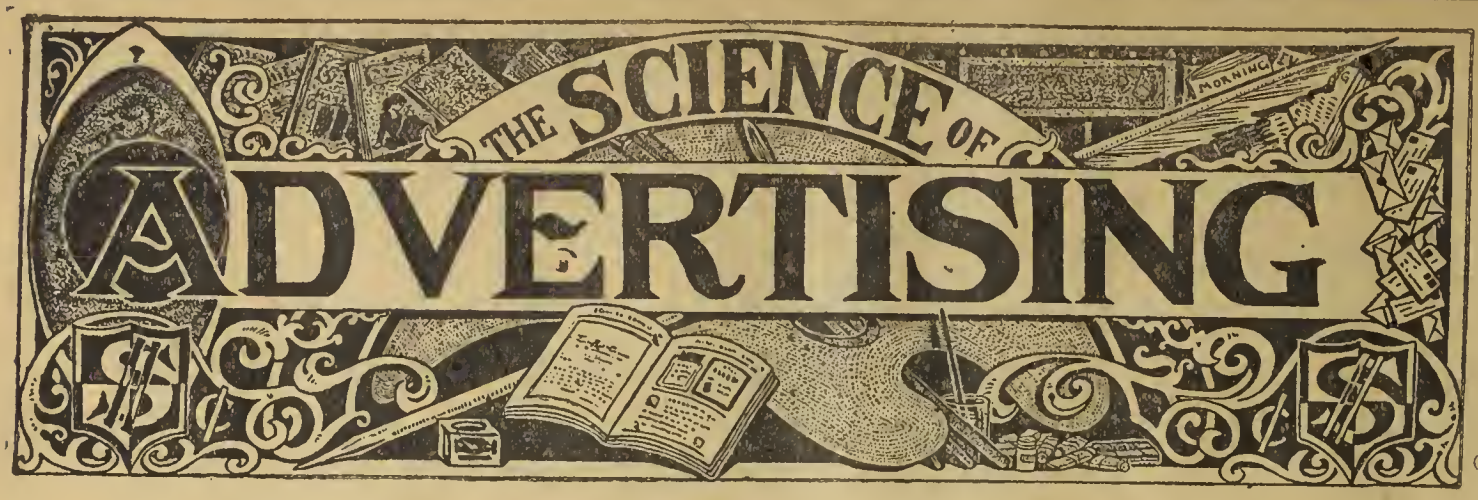
Composed of lean, tender pieces of pork, mildly cured, stuffed in linen container and boiled.

Far superior and more delicious than boneless boiled ham, being juicy, mild and sweet; also less expensive and not near so wasteful—in fact no waste at all. Much finer in texture and just as easily sliced, or more so, as this can be done in a slicing machine.

The cover is readily removed by cutting the seam and then stripping off the sack as the roll is consumed. This prevents it becoming dry and is a sanitary feature that appeals to the consumer, as it keeps the product clean while displayed on the counter and untouched by hand while slicing, a vast improvement as compared with handling the greasy, unprotected boneless boiled ham.

MEAT LOAF and **LUNCH ROLL** were originated by us, now imitated by others, but none equal to Burk's, which are prepared from only the choicest materials.

LOUIS BURK
Girard Avenue and Third Street
PHILADELPHIA

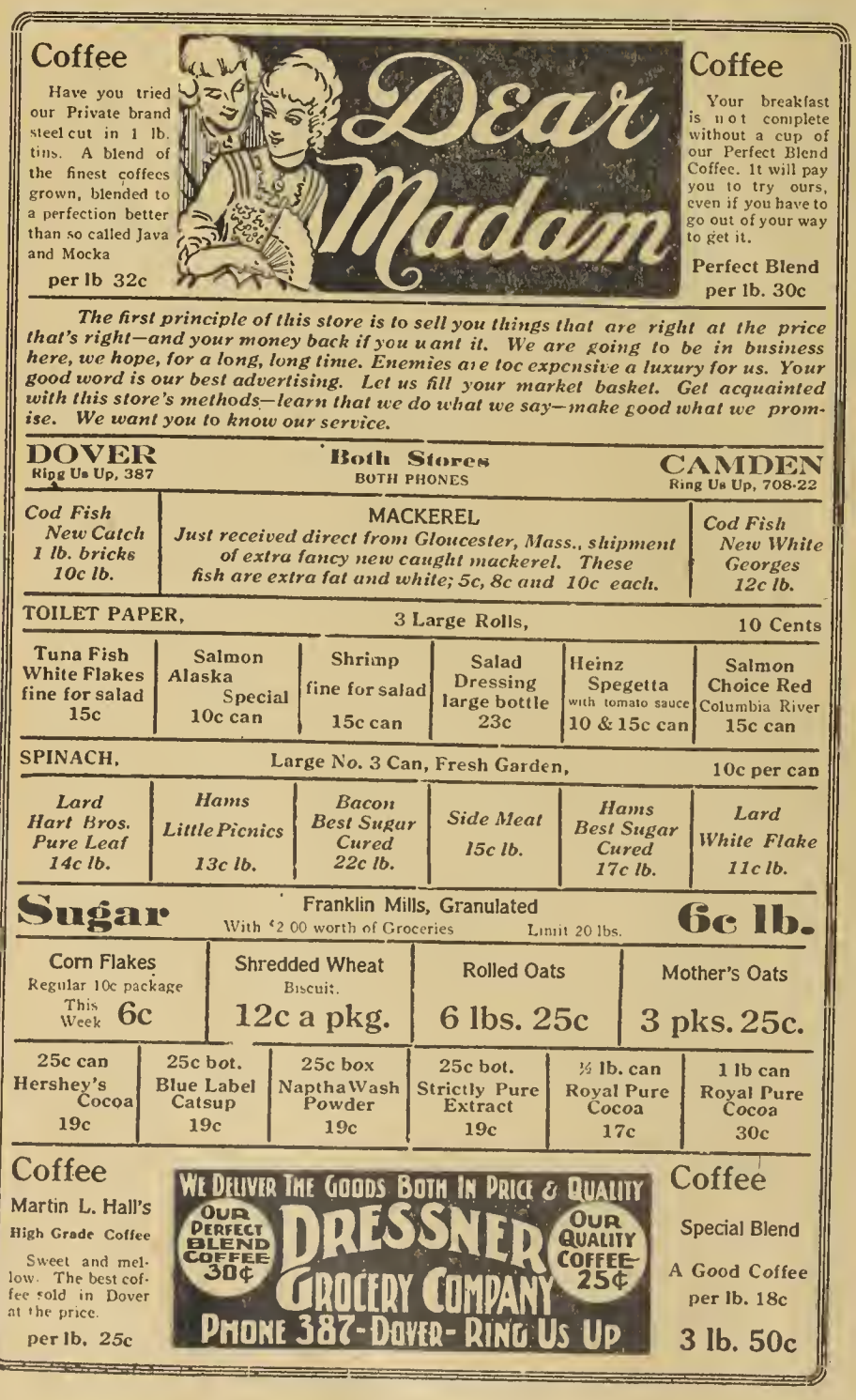


Dover, Del., June 7, 1915.
Editor "Science of Advertising."

Dear Sir:—Inclosed find one of our circulars which we distribute each week. We ask you to criticise this ad. and offer any suggestions to improve it.

Yours truly,
DRESSNER GROCERY CO.

The circular sent with this measured 9 x 12½ inches, and was cleanly printed on good white paper. Here is the much reduced reproduction:—


Coffee
Have you tried our Private brand steel cut in 1 lb. tins. A blend of the finest coffees grown, blended to a perfection better than so called Java and Mocka
per lb 32c
Dear Madam
Coffee
Your breakfast is not complete without a cup of our Perfect Blend Coffee. It will pay you to try ours, even if you have to go out of your way to get it.
Perfect Blend
per lb. 30c
The first principle of this store is to sell you things that are right at the price that's right—and your money back if you want it. We are going to be in business here, we hope, for a long, long time. Enemies are too expensive a luxury for us. Your good word is our best advertising. Let us fill your market basket. Get acquainted with this store's methods—learn that we do what we say—make good what we promise. We want you to know our service.
DOVER
Ring Us Up, 387
Both Stores
BOTH PHONES
CAMDEN
Ring Us Up, 708-22
Cod Fish New Catch 1 lb. bricks 10c lb.
MACKEREL
Just received direct from Gloucester, Mass., shipment of extra fancy new caught mackerel. These fish are extra fat and white; 5c, 8c and 10c each.
Cod Fish New White Georges 12c lb.
TOILET PAPER, 3 Large Rolls, 10 Cents
Tuna Fish White Flakes fine for salad 15c
Salmon Alaska Special 10c can
Shrimp fine for salad 15c can
Salad Dressing large bottle 23c
Heinz Spegetta with tomato sauce 10 & 15c can
Salmon Choice Red Columbia River 15c can
SPINACH, Large No. 3 Can, Fresh Garden, 10c per can
Lard Hart Bros. Pure Leaf 14c lb.
Hams Little Picnics 13c lb.
Bacon Best Sugar Cured 22c lb.
Side Meat 15c lb.
Hams Best Sugar Cured 17c lb.
Lard White Flake 11c lb.
Sugar
Franklin Mills, Granulated
With $2 00 worth of Groceries
Limit 20 lbs.
6c lb.
Corn Flakes Regular 10c package This Week 6c
Shredded Wheat Biscuit. 12c a pkg.
Rolled Oats 6 lbs. 25c
Mother's Oats 3 pks. 25c.
25c can Hershey's Cocoa 19c
25c bot. Blue Label Catsup 19c
25c box Naptha Wash Powder 19c
25c bot. Strictly Pure Extract 19c
½ lb. can Royal Pure Cocoa 17c
1 lb can Royal Pure Cocoa 30c
Coffee
Martin L. Hall's
High Grade Coffee
Sweet and mellow. The best coffee sold in Dover at the price.
per lb. 25c
WE DELIVER THE GOODS BOTH IN PRICE & QUALITY
OUR PERFECT BLEND COFFEE 30¢
DRESSNER GROCERY COMPANY
OUR QUALITY COFFEE 25¢
PHONE 387-DOVER-RING US UP
Coffee
Special Blend
A Good Coffee
per lb. 18c
3 lb. 50c

I don't like the typographical arrangement at all. It is too much cut up, and this applies to the introduction as well as to the body. I should be surprised if the Dressner Co. told me this advertisement brought them any results whatever. The cut in the introduction is a stock cut—not very strong, in my judgment. The real introduction is of course the matter beginning "The First Principle." It is too general. I should cut out this whole introduction and this style of display and put a few lines in there which would have had point and punch. Don't you think a headline like this would have attracted more attention:—

Some Fine New Mackerel In—Try Them

Followed by a little talk on the mackerel, into which could be worked something about the store ideals.

* * *

Are the prices quoted in this circular especially low for your neighborhood? If not, there is certainly no use in quoting them as you have done—without even one word of persuasion. You have found plenty to say about coffee and one or two other things, but not a word about the large majority of the other articles quoted. I don't know a more fatal mistake, from an advertising standpoint. In my judgment, it chokes off results right at the start. It makes the offer with no appeal whatever. Suppose you are in the market for a ready made suit, and you see some store advertising "Blue Suits, $20"—is there anything at all in that to make you want to go there and buy? Apply the same thought to "Salad Dressing, large bottle, 23 cents." There is salad dressing and there is salad dressing—good, bad and indifferent; salad dressing made without oil and salad dressing made with oil. You failed to do two things which advertising should always do—1, give sufficient information about the goods to enable the consumer to know exactly what you are proposing to sell to him; and 2, make the consumer want to buy. A particularly low price on a standard article, like for instance Shredded Wheat Biscuit, will of course accomplish both of these results alone, but no matter what price you quote on unidentified articles, it will not take the place of description and persuasion. If I were the Dressner Co. I should completely change my method of advertising, always provided the present method is not producing good results. I should put some sharp points in my introduction and stop using stock cuts. I should advertise fewer articles and display them in little paragraphs, each with its own headline, and with some persuasive talk about everything, except perhaps such things as corn flakes sold for 6 cents. I should divide the width of this circular into possibly three columns, instead of six.

I notice several very bad typographical errors in this circular.

—

NOTE.—This department is devoted to the criticism of advertising matter sent in, to the devising of new advertising ideas for special occasions, upon request, and to the suggesting of original advertisements when data is supplied. All communications sent for this Department should be addressed to the Editor of Science of Advertising. They will be taken up in strict rotation.

Chinese Eggs Becoming a Big Factor Here.

There were exported from Shanghai, China, during the first three months of the present year 410,760 dozen Chinese eggs, value $64,027. They were shipped to San Francisco, Seattle, Portland and other Pacific coast ports. The total egg shipments from Shanghai to the United States during the first quarter of 1914 were 1,818,737 dozen, valued at $305,710. The entire total for 1914 shipped to our Pacific seaboard from Shanghai was 3,600,000 dozen, value $540,000. The withdrawal of so many merchant vessels from service, incidental to conditions arising from the war, has resulted in a decided decline in egg exports, as will be noted from the figures quoted. Eggs are purchased by the exporters in China at 40 to 42 cents per gross, and are being consigned to the United States as follows: Fresh eggs, to San Francisco, 102,000 dozen, at $0.046; Seattle, 311,000 dozen, at $0.046; Tacoma, 521.833 dozen, at $0.046. Eggs frozen in tins, to New York City, 7,523,318 pounds, at $0.03; Seattle, 656,000 pounds, at $0.03.

Future Dry Goods Selling Well.

Marshall Field & Co. in their weekly review of the dry goods trade, say:—

Wholesale and retail distribution of dry goods shows unseasonable volume, owing to the continued cool weather. Sales for future delivery by our traveling representatives are slightly ahead of those of the corresponding week a year ago. Fewer retailers have visited the market than during the same period last year.

Collections are fair.

UNIVERSITY OF ILLINOIS LIBRARY
JUN 29 1915

MODERN MERCHANT AND GROCERY WORLD

ESTABLISHED 1885

VOL. LIX. PHILADELPHIA, June 28, 1915. No. 26

If men would only devote the energy they put on looking for a substitute for hard work, into the hard work itself, they would surprise themselves with their success.

Why a Retailer Should Freely Make a Statement of His Financial Condition When Asked.

Some Meaty Tidbits From a Series of Lectures Delivered to Retailers on the Problems of Merchandising.

What a Dishonest Clerk or Salesman Can Do to His Employer.—See Legal Department.

A Real Naphtha Soap Powder

For a limited time, subject to withdrawal without advance notice, we offer

LAUTZ NAPHTHA SOAP POWDER, 60 PKGS.—5 CENT SIZE

through the jobber—to Retail Grocers:

25 boxes	@	$2.30	—5 boxes FREE
10 "	@	2.30	—2 boxes FREE
5 "	@	2.35	—1 box FREE
2½ "	@	2.40	—½ box FREE

F. O. B. Buffalo: Freight prepaid to your R. R. Station in lots of not less than 5 boxes. All orders at above prices must be for immediate delivery. This inducement is for NEW ORDERS ONLY—subject to withdrawal without notice.

Yours very truly.

Deal No. 1501
BUFFALO, N. Y.

Lautz Bros. & Co.

---

57 H-E-I-N-Z 57

Ready to serve foods have the call in warm weather.

HEINZ BAKED BEANS

and

HEINZ SPAGHETTI

are great favorites at this time of the year because they need only be heated in the can to be made ready for service.

You can "cash in" on this seasonable demand and our present extensive advertising of these two popular varieties by keeping them prominently displayed before your customers in window or in store.

H. J. HEINZ COMPANY

57 Varieties

PURE FOOD PRODUCTS

57 H-E-I-N-Z 57

Say to Your Customers

USE

HIRES

GOLD

MILK

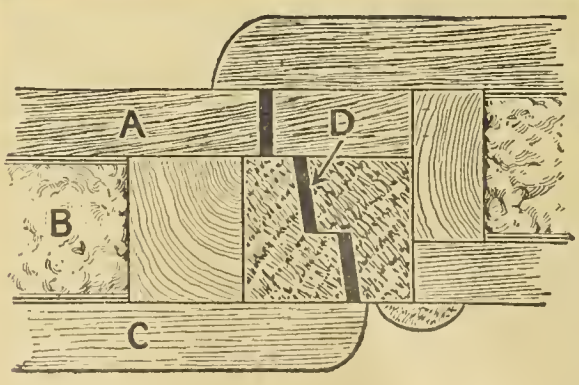
And Save Money on your Milk Bills

Mr. Grocer:—Why not be a milkman, too? You can be the biggest milkman in your neighborhood if you tell your customers to add two cans of cold water to one tall can of HIRES GOLD MILK, and then use on the table for drinking and in the kitchen for cooking.

EVERY CAN GUARANTEED BY

Hires Condensed Milk Company

10 Chestnut Street, Philadelphia, Pa.



Look at This Refrigerator Construction and see how it affects you as a Grocer

¶ Don't forget that the character of your refrigerator directly affects your business and your profits. This is the sectional picture of the construction of the **Howe Sanitary Refrigerator.** "A" is solid heavy oak walls; "B" is granite rock wool lining; "C" is selected Washington spruce lining; "D" is the dead air space between the patented interlocking door and the wall, which is the only really sanitary construction. The construction of remarkable efficiency—eliminates all odor and especially all dampness. A box of matches kept in a **Howe Refrigerator** for thirty days will strike instantly.

¶ Price $50 to $150. Send for catalogue of Howe Refrigerators—as good as Howe Scales.

HOWE SCALE CO., 508 Market Street, Philadelphia, Pa.

We also sell a full line of Grocers' Fixtures.

UNIVERSITY OF ILLINOIS LIBRARY
JUN 29 1915

Give Your Jobber a Square Deal and Other People Will Give You One

Little talks between wholesalers and retailers on the ethics of fair business—what is square and what is tricky?—Doing unto the jobber as you would have him and other people do unto you.

No. 41

A well known retail grocer says that the very best thing he ever did in all his business career, was to throw a note in bank to get money with which to discount his bills.

Before that he had been prompt in thirty days. He had thought that borrowing money on a note was lowering and shiftless.

It made him, he says, a better buyer, a closer buyer, a more independent buyer, and even more than all these, it made him good hard money.

The buyer with money to pay in ten days is always sought after more than any other, and being sought after, he can get more for his money than other buyers.

THE ABOVE IS THE ADVERTISEMENT OF

Reeves, Parvin & Co., 116 S. Delaware Ave., Philadelphia

Comly, Flanigen & Co., 118 S. Delaware Ave., Philadelphia

Alfred Lowry & Bro., 50 N. Delaware Ave., Philadelphia

J. Frank Shull & Co., 14 S. Front St., Philadelphia

Githens, Rexsamer & Co., 40 S. Front St., Philadelphia

Wm. J. Graham & Co., 985 N. Second St., Philadelphia

Kirk, Foster & Co., 209 N. Water St., Philadelphia

Barber & Perkins, 28 N. Delaware Ave., Philadelphia

Samuel Howell, 130 S. Front St., Phila.

Lippincott & Co., 20 N. Delaware Ave., Philadelphia

Wm. Montgomery & Co., 999 N. Second St., Philadelphia

John Price & Co., 3432 Market St., Philadelphia

Thos. Roberts & Co., 116 S. Front St., Philadelphia

John Scott & Co., American and Diamond Sts., Philadelphia

Chas. Shaw & Son, 2310 N. Eighth St., Philadelphia

J. G. Haldeman & Bro., 2924 Market St., Philadelphia

James Crawford, 19 W. Girard Ave., Philadelphia

Schwenk & Caldwell, 35 N. Third St., Philadelphia

William King & Co., 249 N. Second St., Philadelphia

Hiester, Reiff & Co., 36 S. Front St., Philadelphia

Kurtz & Mayers, Reading, Pa.

Crocker Grocery Co., Wilkes-Barre, Pa.

P. Minnig Co., Erie, Pa.

Lauderbach-Barber Co., Philipsburg, Pa.

Schneider Bros. & Co., Mount Carmel, Pa.

Some Good Bargain Pickings in Store Fixtures or Appliances

The "Modern Merchant and Grocery World" has reason to believe that everything listed below is in fine condition and a good bargain :—

No. 1

A **Butcher's and Grocer's Refrigerator,** 5½ x 5½ x 10 feet; overhead ice chamber. Finished in yellow pine. A good refrigerator and in good shape, cork lined. Cost $175; will sell for $100.

No. 2

A 2500-pound **Howe Floor Dorman Scale,** with double beam, equal to new. Will sell for $45; cost $65.

No. 3

Good **Safe,** 33 x 23 x 23 inches. Fully equal to new, and will last a man forever. Will sell for $20; cost $30.

No. 4

A **Climax Slicing Machine** with computing scale attached. Only used a short time and practically new. Price $75; original price $95.

No. 6

Large wheel **Band Enterprise Coffee Mill.** Owner bought an electric mill and no longer needs this. Mill has been kept in good condition and will render fine service. It is well worth $20, but owner will sell to quick buyer for $10.

No. 7

A No. 1 **Royal A. J. Deer Coffee Roaster** No. 493, 104-110 volts, 60 cycles, motor No. 5447, cost $150. cash. Used very little; it is in the best of condition, neither rusted nor worn, will sell for $100, F. O. B. Can be used for roasting peanuts as well as coffee. Owner has no use for it.

No. 8

An **A. J. Deer Coffee and Peanut Roaster,** one-sixth h. p., 60 cycles, 110 volts. Will roast 15 pounds of coffee at one time or half bushel of peanuts. Cost $150 when new, and only two years old. Perfect condition—will sell for $75.

No. 9

One **Moneyweight Computing Scale.** Cost $120 when new andonly used about three months, because branch store for which it was bought has been discontinued. Will sell for $75. A big bargain—in perfect condition.

No. 10

No. 1 Royal A. J. Deer Coffee Roaster No. 493, 104-110 volts, 60 cycles, motor No. A 5447. Cost $150; will sell for $100 F. O. B. Gettysburg, Pa. Used a few months, changed plans and will sell.

No. 11

Toledo Computing Scale, style 253, capacity 20 pounds; will sell for $25. Good condition.

Star Counter Coffee Mill, good condition. Will sell for $5.

Syrup Pump, good condition. Will sell for $3.

Enterprise Beef Chopper, good condition. Will sell for $3.00.

All owned by one owner, who is located in Pennsylvania.

No. 12

An **Underwood Revolving Duplicator** which will do all the printing of a good sized store—will duplicate circulars, bill heads, or any ordinary printing. Cost $35; will sell for $22. Perfect condition.

Also large **Coffee Urn,** new and never used. Cost $25; will sell for $16. Fine for demonstrating.

No. 13

An **Oxweld Acetylene Plant,** 35 light capacity, with burners and fixtures complete for 19 lights. First class condition. Been in use about fifteen months. Reason for selling—was used for lighting hotel, license for which has been refused, and the building is now used for other purposes; will sell at a bargain. This is a complete and efficient lighting system.

No. 16

Six-foot **Walker Wall Bin,** solid oak with 10 compartments, good as new. Cost $45; will sell for $25.

Spice Cabinet with mirror, 8 compartments, each compartment holding 6 pounds of spices; will sell for $9.

Coles Electric Coffee Mill, used a little over a year, in first-class condition. Will sell for $70.

Superior Account Register, holds 150 accounts. Cost $90; will sell for $45.

Thirty-pound **Toledo Computing Scale,** good as new. Cost $125; will sell for $75.

Reasons for selling—the owner has gone out of the grocery business.

No. 17

Royal Coffee Roaster, style 5, made by Deer & Co., 25 pounds capacity, equipped with 110 volt, 60 cycle motor. Bought new about fifteen months ago for $300. Excellent condition and works fine; for sale because owner hasn't time to give to coffee roasting. Price $200 cash, f. o. b.

ADDRESS ALL INQUIRIES TO

MODERN MERCHANT AND GROCERY WORLD

927 ARCH STREET, PHILADELPHIA, PA.

The Modern Priscilla

UNIVERSITY OF ILLINOIS LIBRARY
JUN 29 1915

A Magazine Devoted To Fancy Work And Housekeeping

July 1915

Ten Cents

No Advance in Prices
on
LIPTON'S TEA
Quality unchanged, of course
No Advance In Prices
25c, 30c, 35c (in full size standard packages, ½ lb. net). Also in ¼ lb., 1 lb., and 10c trial sizes. None genuine without the signature of Sir Thomas J. Lipton, thus:
Thomas Lipton
TEA and COFFEE PLANTER, CEYLON
161 Franklin Street
LONDON—CEYLON
No advance in prices.
No Advance in Prices
25c 30c 35c
No Advance in Prices
25c, 30c, 35c (in full size standard packages ½ lb. net). Also in ¼ lb., 1 lb., and 10c trial sizes. None genuine without the signature of Sir Thomas J. Lipton, thus—
TEA and COFFEE PLANTER, CEYLON
146 Franklin Street New York City
LONDON . CEYLON . INDIA . CHICAGO
No Advance
in prices
on
LIPTON'S
TEA
Every kind of tea for eve
tea taste.
No advance
in Prices—
25c, 30c, 35c (in full size standard packages, ½ lb. net). Also in ¼ lb., 1 lb., and 10c trial sizes. None genuine without the signature of Sir Thomas J. Lipton, thus—
Thomas Lipton
TEA and COFFEE PLANTER
147 Franklin St., New Y
Offices:
No advance in prices
25c, 30c, 35c (in full size standard packages, ½ lb. net). Also in ¼ lb., 1 lb., and 10c trial sizes. None genuine without the signature of Sir Thomas J. Lipton, thus—
Thomas Lipton
TEA and COFFEE PLANTER
153 Franklin
No advance in prices
25c, 30c, 35c (in full size standard packages, ½ lb. net). Also in ¼ lb., 1 lb., and 10c trial sizes. None genuine without the signature of Sir Thomas J. Lipton, thus—
Thomas Lipton
TEA and COFFEE PLANTER, CEYLON
156 Franklin

This shows how the message of "No Advance in Price on Lipton's Tea" is being carried to the readers of 22 women's publications and over 100 newspapers.

No Advance in Prices on

LIPTON'S TEA

Quality Unchanged, of course!

A blend for every tea taste—a price for every purse.

While other teas are selling at "war" prices—the millions of drinkers of Lipton's Tea still get their favorite blend at the same fair price they paid before the war.

You will never have a better chance to introduce Lipton's Tea to those who do not yet know its perfection of blend and exceptional fragrance and delicious cup qualities. There is every common-sense reason for your pushing Lipton's Tea at *all* times. And with other teas boosting prices, there is an unusual reason for pushing it now.

Go to it! Cash in! This is the psychological moment!

Summer is here—
and so is Iced-Tea Time!

It's the season that makes boosting tea sales the easiest of all. It's a good time for you to really realize what a tidy profit there is in Lipton's Tea. Iced Tea means more tea used in the home—because it means at least twice as much tea used—for hot tea as well as iced tea.

Sell Lipton's Yellow Label Tea For Iced Tea

There's the ideal and best-liked tea of all for iced tea! Economical in use, full flavored, delightfully blended—it makes perfect iced tea. Yellow Label Tea for iced tea—that's one of the strong messages we are driving home in our advertising. Page after page of carefully prepared advertisements are talking iced tea and Lipton's Yellow Label Tea—and the rest of the Lipton line. And every word of it is directed straight at your customers. You'll get in on the results of this advertising—and by results we mean *sales*—if you have the goods in your store ready to hand out. We are doing all we can—the least you can do is to have the goods and display them so your customers will *know* you have them.

This is Iced-Tea Time
No summertime drink can be so satisfying, thirst-quenching and delightful as delicious iced tea, rightly made with the right tea. And, of course, the right tea for the right kind of iced tea is
LIPTON'S
This is Iced-Tea Time
Indoors or out; in the daytime or in the evening; after strenuous sport or hours of relaxation and ease—at meal time or other time—no summer time drink can be so satisfying, thirst-quenching and d
tful as delicious iced-tea, rightly made
of course, the right
The most thirst-quenching of all summer drinks—
Iced Tea
Summer's Finest Drink
Lipton's Tea—Ice-Cold
Here's the big drink for summer!
Lipton's Tea—served ice-cold, and you have a hot weather drink that will help make easier those hot hours in the field and lighten the strain and fatigue of hot days indoors. At meal-time, or at any other time, there is no summer drink so thirst-quenching, delicious and absolutely satisfying as ice-cold tea, made from
LIPTON'S
TEA
Iced tea or hot tea — you get it at its best when it's made with Lipton's Tea
Tea is the most hospitable of all beverages, it's iced-tea for the summer months or hot drinking is the most pleasantly intimate tea for any month at all — will be all it that we have. should be in flavor, strength and palatability
be certain that your tea —
original and
full strength of the tea.
For Iced-Tea you will find Lipton's Yellow Label Ceylon and India particularly fine.
A BLEND TO SUIT EVERY

"Tea — that's only half a word — the other half is Lipton's"

Iced tea or hot tea — you get it at its best when it's made with Lipton's Tea

Tea is the most hospitable of all beverages, and tea drinking is the most pleasantly intimate social act that we have.

You can be certain that your tea—whether it's iced-tea for the summer months or hot tea for any month at all—will be all it should be in flavor, strength and palatability if you make it with

LIPTON'S TEA

There are ten delicious blends of Lipton's Tea, each one intended for a particular tea taste. Your kind of tea at your price: Choose from Ceylon and India Black (three blends), English Breakfast (two blends), Black and Green Mixed (two blends), Formosa Oolong (two blends), and Ceylon Green (one blend).

For iced-tea Lipton's Yellow Label Tea is used by more people than any other. Send 10c for a trial size tin.

No Advance in Prices

25c, 30c, 35c (in full size standard packages ½ lb. net). Also in ¼ lb., 1 lb., and 10c trial sizes. None genuine without the signature of Sir Thomas J. Lipton, thus —

Thomas Lipton

TEA and COFFEE PLANTER, CEYLON

146 Franklin Street New York City

LONDON - CEYLON - INDIA - CHICAGO - TORONTO

Ask your grocer for these Lipton Products, too

A Page of Good Bargains in Used Cash AND CREDIT Registers

No. 1

Medium size **NATIONAL CASH REGISTER,** throws a check, and in perfect order—has been very little used. A fine bargain. **Will sell for $125; Cost a great deal more.**

No. 2

No. 78 NATIONAL CASH REGISTER, nickel-plated; registers one cent up to $9.99. Operates with a crank, throws a check and prints a detail slip total adder. Does not reset the type. This is not a new machine, but is in good condition and will give satisfactory service. **Price, $80; probably cost $200.**

No. 4

Large check-throwing **NATIONAL CASH REGISTER.** Good condition. **Cost $300; will sell for $100.**

No. 6

Total adder **NATIONAL CASH REGISTER,** registering one cent to $99.99, registering cash sales, charge, received on account and paid out. Prints each sale on detail strip, with initial of clerk making sale. Throws check with amount of sale, and all details. Prints your card or any advertisement you like on back of check. Money drawer has three compartments for paper money, and seven for coin. Has nine different initials for that many clerks. **Cost $275; will sell for $175.**

No. 7

A **NATIONAL CASH REGISTER,** similar to manufacturer's No. 542 (see N. C. R. Co.'s catalogue) except that No. 542 prints the amount on a sales slip, while this one throws out a ticket. Very handsome gun metal finish. Gives total cash and credit trade, for any given time, also the number of cash and credit customers. Has been used in a country store for only fourteen months; owner has sold out, but still has the register. Will crate free and prepay freight to nearby Pennsylvania point. Perfect condition. **Price, $200; cost $340.**

No. 8

NATIONAL CASH REGISTER, No. 442. Modern in every way; a check thrower and registers up to $9.99, registers paid out, received on account, charge, tea and coffee and four initials for as many clerks. Gun metal finish. **Cost $250; will sell for $115.** Perfect condition.

No. 9

A used **KEITH CREDIT REGISTER,** bought new last May, and just as good as new now. **Cost $85; will take $60.** Reason for selling, owner does not need it any more, as he sells for cash only.

No. 10

A nickle-plated **NATIONAL CASH REGISTER,** registers 1 cent to $15; been in use some time but in fine condition and does as good work as it ever did. Owner selling because he has no use for it. Will crate and deliver to railroad station for **$40;** a big bargain at that.

No. 12

A $250 **NATIONAL CASH REGISTER,** used only fifty-one weeks. Owner has sold his business and has no need of the register. Total adder and check thrower and has detail strip attached. Prints on both face and back of check, registers to $99.99 at one time if necessary, keys for several clerks. Gold or bronze finish. Registers "paid outs," "charge" and "received on accounts," besides cash sales. A good machine in splendid condition. Make offer.

The Subscribers' Bargain List

Have you got any goods you don't want? Anything—canned goods, groceries, hardware, dry goods, anything at all that's in good condition, but won't sell for *you*.

If you will make a price on it we can probably sell it for you in a hurry. Write us about it, stating the quantity, condition and your best price. You might give the original cost, too. We will give it a key number and offer it to our 4,000 subscribers. Your name will not appear unless you want it to. All sales ought to be on a cash basis.

The point is that what won't sell for you may be in everyday demand for somebody else, who will be glad to get your stock of it at a bargain.

There will be no charge for this service anywhere—we do it to help along.

Address Communications to
EXCHANGE DEPARTMENT, Modern Merchant and Grocery World
927 Arch Street, Philadelphia, Pa.

Offer No. 21.

I have a fine, handsome C. V. Hill refrigerator, used only a year and a half. Have discontinued meats and therefore have no use for it. Box absolutely up to date, 6 x 7 x 10 feet high, with four compartments, holding fresh meats, smoked meats, butter, cheese, etc. Cost me $350 only 18 months ago; will sell for little more than half to move quickly, as it is in the way.

H. M. Gingrich,
Lebanon, Pa.

Offer No. 23.

Will exchange a five-passenger high power touring car for a stock of groceries. This car has a genuine 5 x 5 Continental motor, that will develop 60-horse power, and first-class construction in every particular. Address S. B. H., care Grocery World Publication Co., 927 Arch St., Philadelphia.

Offer No. 25.

We have on hand some Wiggle Stick Blue, 2 cases of the 10-cent size and 1 case of the 5-cent size, which we will dispose of at any reasonable price, as we do not have much sale for it here.

John Altman & Co.,
Creighton, Pa.

Offer No. 29.

I have on hand 175-gallon Bowser Oil Tank, in first-class condition, which I will sell for $12. My object of selling is due to having to replace with larger tank.

W. E. Roberts,
Freemansburg, Pa.

Offer No. 32.

We offer 1 six-spring panel body wagon, with brake; weighs about 1,400 pounds; in first-class condition; will sacrifice for $65.

Samuel M. Gelgood,
700 N. Forty-fifth St., Philada., Pa.

Offer No. 36.

I have one Johnson & Johnson beef cutter in good working order, cost me $40 when new, will sell for $7 cash, f. o. b. Freehold, N. J. If you don't want to buy, what have you to trade?

A. B. Crawford,
Freehold, N. J.

Offer No. 41.

We have on hand for exchange or sale, 20 gasoline irons, regular retail price from merchants, $3.50; agents get $5. Will take for the lot $1.66 each, or will sell any part of the lot for $1.75 each; or will exchange for anything we can handle. What have you to offer?

Atco Stores Co.,
Atco, Bartow County, Ga.

Offer No. 44.

I will sell all or a part of 50 boxes Celluloid Starch; 64-10, at $3.50; 64-5, at $1.75, f. o. b. New York.

P. B. Steininger,
Lewisburg, Pa.

Offer No. 50.

I have 10 dozen Colgate's Mechanics' Soap Paste, 10-cent size, good condition; will sell cheap.

Two cases Celluloid Starch, 5-cent size, good condition, cheap.

One case Miller's Lasting Starch, 10-cent size, good condition; will sell cheap.

Peter C. Housman,
Milford, Del.

Offer No. 56.

I have a 50-gallon oil tank with pump, suitable for garage or grocery store. In first-class order. Have no use for it and will sell for $5; cost $15.

John H. Pittroff,
Twenty-seventh and Somerset Sts.,
Philadelphia, Pa.

Offer No. 59.

I have on hand one gross (pepper box) Blue. This is one of the best powdered bluing made; 5-cent size; will sell at 20 cents per dozen.

Also half gross Hair Brushes, ebony finish, filled brush; a good 10-cent brush; will sell at 5 cents each.

N. W. Bennett,
549 Fifth Avenue, Troy, N. Y.

Offer No. 61.

We have for sale four cases large package Perfection Starch, 64 packages to case; will sell for $2.50 per case. Address R., "Modern Merchant and Grocery World" office.

Offer No. 62.

High power touring car, in first-class condition; Continental motor, develops 60-horse power. Will exchange for a stock of groceries or a small truck and 1914 Ford touring car. What have you to exchange? Answer quick.

Chas. Schupp,
Plymouth, Pa.

Offer No. 63.

We offer the following:—

50 dozen Sledge Handles, 45 cents per dozen.

6 dozen 3½-foot Skirt Boards, $1 per dozen.

2 dozen Bung Starters, 20 cents each.

6 dozen Wood Knife Trays, 65 cents per dozen.

58 dozen 10-cent Curry Combs, 40 cents per dozen.

6 dozen Wall Coffee Mills, $1.75 per dozen.

80 kegs 4-d Wire Nails, $1.60 basis.

40 boxes (2 dozen each) Shelf Paper, 25 cents per box.

10 rolls Hardware Wire (various sizes and mesh), 2 cents per square foot.

10 cases Witman Bros. Jelly, in tumblers, 45 cents per dozen.

Witman Bros.,
Harrisburg, Pa.

Offer No. 64.

We have on hand one Pepper Hash Cutter, capacity two gallons, and one Auto Trailer, which has never been used. What will you bid?

F. D. Hubbs,
West Chester, Pa.

Offer No. 65.

Double Cabinet Ovens, outside dimensions 63 x 37 x 32 inches; will bake 120 loaves of bread at a baking; 10 shelves; oven manufactured by the G. S. Blodgett Co., Burlington, Vt.; been in use six months only; ovens as good as new; equipped with pyrometers. The ovens cost me $202, f. o. b. Dayton, Ohio. I will crate same and deliver f. o. b. Dayton for $135. Ovens burn coal. Cash with order.

E. H. McClellan,
226 Lexington Ave., Dayton, Ohio.

Offer No. 66.

I have for sale one six-foot Floor Case, suitable for cigars or notions, in good condition; glass top; price $15, f. o. b. Berwick.

Floyd Klinetob,
Berwick, Pa.

Offer No. 69.

I have for sale three-door refrigerator, size 36 wide by 40 high and 20 deep. Holds 75 pounds of ice. Used one summer and in good condition, as good as new. Cost $19, will sell for $12, f. o. b. Dallastown, Pa.

V. M. Simon, Dallastown, Pa.

Offer No. 70.

I have on hand a complete hollow wire, low pressure Best Lighting System, which I offer for sale at a low price, $15, less than one-half the cost when new from factory; cost $45. There are in this system three center ceiling lights of 100-candle power each, and besides these there are two small wall bracket lamps for show window or any wall, each 100-candle power, together with enough wire for a 65 to 75-foot room, all the necessary attachments and a 10-gallon tank. This system was only used about two years and is in good working condition; guaranteed to be so or no sale. Catalogue for installing and operating will be furnished with outfit; any one, with the aid of an ordinary plumber, can easily install this system. Reason for not using this outfit is we have gas and electricity installed.

Address P. O. Box 26,
Richland, Pa.

Offer No. 73.

A Smith Premier Typewriter, No. 2, in good condition. Was purchased new at $100, will sell for $25.

Unangst Department Store,
Nazareth, Pa.

Offer No. 74.

We have a lot of Standard Disc Records from the Standard Talking Machine Co. They retailed at 60 cents apiece; will sell at sacrifice. What is your offer, part or all?

Schumm & Yreke,
Amsterdam, N. Y.

Offer No. 75.

I have on hand 100 pounds Sour Dried Apples, at 5 cents per pound.

Fulmer J. Reif, Harrisburg, Pa.

Offer No. 76.

We offer the following, terms net cash with order, f. o. b. Mount Carmel, all guaranteed to be in first-class condition:—

4 cases Buckrellen Brand Kippered Herring, Norwegian, 100 ½s to case, $6 per case.

28 cases Navigator Brand Kippered Herring, Norwegian, fancy quality, 72 1s to case, $7 per case.

41 cases Navigator Brand Kippered Herring, Norwegian, fancy quality, 100 ½s to case, $6.25 per case.

18 cases Half-Moon Brand Delicatesse Herring, Norwegian, 100 ½s, oval, in tomato sauce, $7.75 per case.

7 cases Snider's Catsup, 24 16-ounce to case, $1.84 per dozen.

50 boxes Tomson's Red Seal Borax Soap, 100 5-cent, $3.44 per box.

Schneider Bros. & Co.,
Mount Carmel, Pa.

Offer No. 77.

I have for sale at a very low price a small auto, single cylinder, air-cooled engine, 7-horse power, friction drive; cost $400 new, equipped with wheel steer and top; seats two persons; suitable for light delivery; in good condition. Will sell for $50.

Benjamin Gebhard,
111 W. Duval St., Germantown, Phila.

Offer No. 78.

We have for sale one Platform Scale, in good condition. Will weigh any amount up to 600 pounds. Cost $15, will sell for $8.

Bridge & Geary, Latrobe, Pa.

Offer No. 79.

We have for sale 35 cases Blue Bell Corn, a second-grade corn, packed by Franklinville Canning Co., Franklinville, N. Y. All or any part, 60 cents per dozen, f. o. b. Hornell, N. Y.

The Coston Co.,
Hornell, N. Y.

Offer No. 80.

We have three Gammeter Multigraphs, for producing imitation typewriting. This is the best machine in the world for this purpose. We only need two machines and will dispose of one of them. They cost $300 each. Will exchange one for most anything of equal value.

Also have Remington Typewriter, No. 10, used one month; will sell for $50 cash.

Advertising Novelty Mfg. Co.,
Newton, Iowa.

Offer No. 81.

I have a Hallwood Cash Register, with clerks' keys and tape on the side, and registers up to $10; in good order; I paid $225 for same and will sell for $50.

James Openshaw,
6241 Arch St., Philadelphia.

Offer No. 82.

I have an Economy Cream Separator, nearly new, capacity 600 pounds per hour, for hand power; cost $45; as I have gone out of the cream business, will sell for $20, f. o. b.

D. W. Jordan,
222 Scott St., Wilkes-Barre, Pa.

Important Notice to those Advertising in the Exchange Department.

If the goods advertised do not move after four weeks, will the owner kindly notify us, so that the offer may be discontinued? We desire to keep the department as clean and fresh as possible, and if goods don't move in four weeks, they will probably not move at all.

WANT DEPARTMENT

Answers to Want Advertisements inserted in this department may be addressed to the "Modern Merchant and Grocery World" when desired, provided the advertisement is accompanied by 10 cents in postage to pay for remailing the same. The price of each insertion is two cents per word in advance.

BUSINESS BUILDERS

PRINTED PENCILS BRING RESULTS.—Ever throw an ad. pencil away? As low as $1.08 per gross in lots. Stamp brings samples. Grabill & Co., Lancaster, Pa. 52

WANTED

WANTED.—A National cash register for $25. Address W. G., care Grocery World Publication Co., 927 Arch St., Philadelphia. 2

WANTED.—Second-hand labeling machine, suitable for labeling Nos. 2 and 3 cans. Address The Ryan-Correll Co., Johnstown, Pa. 2

DEER COFFEE ROASTER WANTED.

State age, size, condition and lowest cash price; also original cost. Address "Quick," care "Modern Merchant and Grocery World" office.

I WANT TO BUY A GOOD SECOND-HAND NATIONAL CASH REGISTER.

I am in the market for a good second-hand cash register, National preferred. Must not be too old, and should be a check thrower. Need not necessarily be the largest type machine. Absolutely must be in perfect shape. Address D. S., care Grocery World Publication Co., 927 Arch St., Philadelphia.

HELP WANTED

WANTED.—Grocers' tea and coffee salesman to handle my line of store fixtures on commission. H. F. Heacock, 51 N. Second St., Philadelphia, Pa. 12tf

FOR SALE OR RENT

FURNISHED BUNGALOW.

FOR SALE OR RENT.—Six-room bungalow on Manasquan beach. Water and sewer connections. Address A. B. Crawford, 17 Hudson St., Freehold, N. J. 2

FARM.

FOR SALE.—Prosperous and attractive ten-acre fruit and poultry farm, five-room house and barn, on Pleasant Mills Road, Hammonton, N. J. List of trees include apple, peach, pear, plum, walnut, chestnut, hazlenut. Small grape vineyard, several acres devoted to berries. Land produces very successfully truck of all kinds. Wide stream flows through property. The low price of $2,500 has been set on this property in order to quickly settle an estate. Address R. G., care Grocery World Publication Co., 927 Arch St., Philadelphia.

STORES.

FOR SALE.—Stock and fixtures of a grocery and provision store. Would do well with delicatessens. Established ten years. Will sell to a quick buyer for $1,850. Property can be bought for a low figure—$4,850. Address 214 Wilton St., West Philadelphia, Pa. 26

FOR SALE.—Corner store and dwelling, at Twenty-third and Firth streets, suitable for restaurant or oyster business; eight rooms and bath; price $5,850. Address K. J., care Grocery World Publication Co., 927 Arch St., Philadelphia. 1

FOR RENT.—Store, suitable for grocery; 1,500 population; one other store doing about $40,000 yearly; fine opportunity for profitable cash business; $17.50 per month. Address P. E., care Grocery World Publication Co., 927 Arch St., Philadelphia. 29

FOR SALE.—Stock and fixtures of a first-class delicatessen and grocery store; location also suitable for meat store. Will sell to a quick buyer for $1,750. Address N. E. corner Twenty-seventh and Somerset Sts., Philadelphia. 1

FOR SALE.—Stock and fixtures of a first-class home cooking and delicatessen store, South Sixtieth street, near Market. Will sell to a quick buyer for a very low figure, $1,150. Address S. C. F., care Grocery World Publication Co., 927 Arch St., Philadelphia. 4

FOR SALE.—Stock and fixtures of well-established general store in Lewistown. Reason for selling, ill health. Address Thos. Myers, Lewistown, Pa. 3

FOR RENT.—Seashore grocery store with fixtures. Fifteen dollars per month. Address Owner, 460 Asbury Ave., Ocean City, N. J. 26

FOR SALE.—Stock and fixtures of an old corner grocery and provision store. To a quick buyer will sell for a very low figure, $475. Would do well with fresh meats and delicatessen. Address N. E. corner Jasper and Cambria Sts, Philadelphia. 11

FOR RENT.

FOR RENT.—Modern store, good location; splendid opening for high-class baker; manufacturing town; plenty of wealth; business always good; 7,000 people. Address Harry E. Swan, 168 Main St., Hudson Falls, N. Y. 1

MISCELLANEOUS.

FOR SALE.—At $30, Oliver typewriter. Not a rebuilt machine, but in good condition. Cannot take less than asked. Address H. F. Snader & Co., Adamstown, Pa. 5

FOR SALE.—Light delivery wagon and single harness. Address Owner, 460 Asbury Ave., Ocean City, N. J. 26

FOR SALE.—One large Humphrey five-burner outside gas lamp, almost as good as new; in use only a short time. Cost new $17, will sell same for $8. Address Wm. Arthurs, 184 W. Lehigh Ave., Philadelphia.

PATENTS

and Trade-marks procured promptly
—and properly in all countries—

Davis & Davis, Washington, D. C.

Dayton Moneyweight Scales
S. M. TEMPLETON
1313 Arch Street, Philadelphia, Pa.
District Sales Manager

HOW DO YOU DO

when you are up against the grouchy customer, the fellow who over runs his account, the transient cash buyer who only drops in occasionally, the person who always disputes his bill, and up against other troubles when you do not have our

Indexed Coupon Books?

Inexpensive—all sizes—f. o. b. destination. Will save trouble—losses—bookkeeping—forgotten charges—disputes. Equally good for cash or credit business or both. Will get the cash.

WE HAVE SOLD MILLIONS OF THEM!

You need them. Many of our people have used them for years. Samples and literature free.

SHALL WE SEND THEM?

J. P. FORBES, Forbes Building, **Coshocton, Ohio**

Do These Reasons Appeal to You?

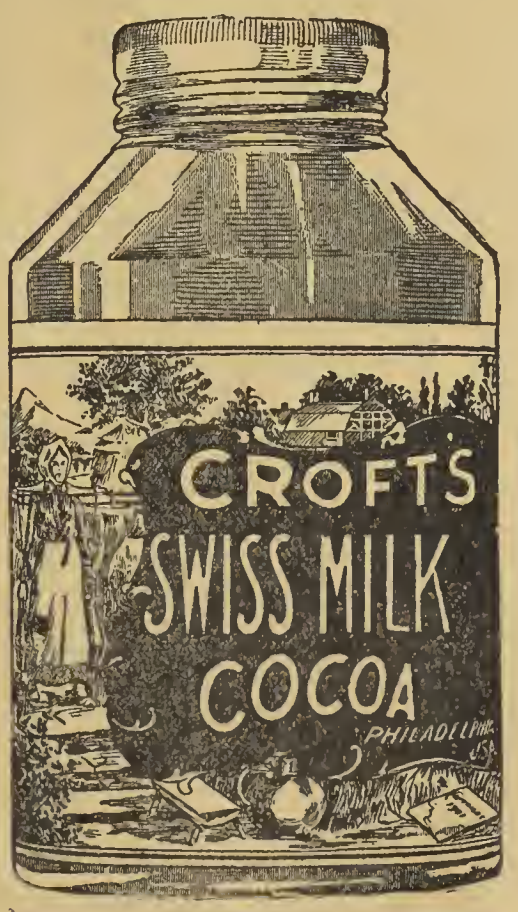
¶ From every standpoint, **Wheatena** is the best cereal proposition on the market to-day. Mainly for three reasons:—It sells itself, and repeats, and pays a good profit. No breakfast food can claim more than that, no matter how much it advertises, and very, very few can claim that much.

¶ Packed and guaranteed quite unusually.

THE WHEATENA CO., Rahway, N. J.

Member of the American Specialty Manufacturers' Association

How to Make Other Cocoas as Good as Ours



Take the average cocoa on the market and carry it through another process or two, and you may have an article about as good as **Croft's Swiss Milk Cocoa.**

The trouble is that other manufacturers will not use that "other process or two," because of its cost. They prefer to send out their product half made, as it were—containing indigestible and ill-tasting ingredients which should have been eliminated—so that they can save a little on the cost of making.

Croft's Swiss Milk Cocoa has everything taken out that should be taken out, and for that reason, among others, it has the smoothest, finest flavor of any cocoa made.

Will you mention the "Grocery World" when you write?

40 cents a pound

Packed in ½-lb. jars, 6 and 12-lb. boxes

CROFT & ALLEN CO. *Philadelphia PENNSYLVANIA*

Modern Merchant and Grocery World Prices--Current

CORRECTED WEEKLY. JUNE 28, 1915.

	COL.
Ammonia	2
Axle Grease	2
Baking Powder	2
Barley	14
Beans	13
Blacking—Shoe	2
Bluing—Dry	3
Bluing—Liquid	3
Bouillon Cubes and Liquids	13
Brushes	28
Butchers' Sundries	21
Butter	4
Cakes and Crackers	10
Candles	4
Canned Goods	5
Canned Meats	6
Catsup	4
Cereal Specialties	14
Cheese	12
Chewing Gum	23
Chocolate and Cocoa	8
Cider	23
Clams	16
Cleansers and Polishing Compounds	24
Cocoanut	17
Cornmeal	13
Cornstarch	26
Condensed Milk	9
Cottolene	12
Coffee Essence and Chicory	3
Delikatessen	10
Dried Fruits	16
Dried Meats	21
Dressed Poultry	21
Drugs	22
Datenut Butter	19
Extracts and Essences	23
Extract of Beef	13
Evaporated Milk	9
Eggs	12
Fancy Groceries	12
Flour	13
Farinaceous Goods	13
Fresh Fish	16
Green Coffee	3
Gelatine and Prepared Desserts	14
Horseradish	17
Hominy	14
Honey	27
Ink	17
Jars and Jar Rubbers	4
Ketchup	4
Lamp Goods	18
Lentils	13
Lime	19
Lye and Potash	18
Lard and Compounds	20
Live Poultry	21
Laundry Soaps	25
Laundry Starch	26
Macaroni	15
Mapleine	22
Matches	18
Mince Meat	18
Maple Syrup	28
Mustard	26
Nuts	20
Oatmeal	14
Oysters	16
Oils	19
Olives	19
Package Coffee	3
Paper	9
Peas	13
Pure Olive Oil	19
Peanut Butter	19
Pickled Meats and Fish	11
Pickles	20
Popping Corn	15
Provisions	20
Plum Pudding	24
Preserves, Jellies, Jams and Marmalades	21
Prunes	17
Roasted Coffee in Bulk	3
Rice	23
Refined Molasses and Syrups	27
Rope, Tie Yarn, etc	27
Raisins	17
Sugar	1
Shoe Dressing	2
Sardines	6
Saratoga Chips	16
Soups	7
Smoked Fish, Codfish and Mackerel	15
Sauer Kraut	12
Salt	23
Salad Dressing	24
Sal Soda	24
Sauces	24
Scouring Soaps	24
Seeds	16
Soda—Bi-Carb	24
Soft Drinks	24
Soap Powder	25
Spices	26
Stove Polish	26
Sundries	27
Syrup and Molasses	27
Smoking Tobacco	28
Table and Cooking Oil	19
Tapioca	14
Tea	1
Toilet Soaps	25
Tobacco—Plug	28
Vinegar	20
Wood and Willow Ware	28
Yeast Cakes	28

ADVANCES.

Flour	13
Mackerel	15
Dressed Meats	21

DECLINES.

Cheese	12
Lard and Compound	20

—1—

SUGAR.

	Barrels.
Cut Loaf	7.15
Eagle Tablets	7.65
Crystal Dominoes, 24 5-lb. pkgs	8.75
" 60 2-lb. pkgs	9.25
Patent Cubes	6.50
Confectioners' Lozenge	6.40
Powdered	6.35
Fruit Powdered	6.25
Dessert and Table, 2-lb. cartons, 48 lbs	6.55
Granulated, fine or standard, McCahan	6.25
" " Franklin	6.30
" extra fine, bbls	6.25
" " 2-lb. bags	6.55
" " 5-lb. bags	6.45
" " 10-lb. bags	6.40
" " 25-lb. bags	6.40
" " 100-lb. bags	6.25
" coarse	6.35
Confectioners' Crystal A	6.25
A Confectioners'	6.15
A No 1	6.00
A No. 2	5.95
Franklin B	5.80
Extra C	5.55
C	5.40

TEA.

Formosa—	Per lb.	
Extra choicest, ½ and ¼ chests	.40	-.45
Choice, ½ and ¼ chests	.35	-.38
Finest, ½ and ¼ chests	.27	-.30
Fine, ½ and ¼ chests	.23	-.25
Oolong, black—		
Extra choice, ½ and ¼ chests	.30	-.35
Choice, ½ and ¼ chests	.25	-.27
Finest, ½ and ¼ chests	.22	-.24
Superior, ½ and ¼ chests	.16	-.20
English Breakfast, black—		
First picking, ½ and ¼ chests	.30	-.35
Choicest, ½ and ¼ chests	.20	-.25
Good to superior, ½ chests		.17
First crop, about 28-lb. original boxes		.20
Gunpowder, green—		
Extra firsts, ¼ chests	.35	-.40
Firsts, ¼ chests	28	-.30
Extra seconds, ¼ chests	.22	-.24
Seconds, new, ¼ chests		.25
Imperial, green—		
Firsts, ¼ chests		.38
Seconds, ¼ chests	.25	-.30
Japan, green—		
May pickings, ½ chests	.38	-.40
First crop, ½ and ¼ chests	.30	-.35
Second crop, ½ chests	.28	-.30
Basket fire, uncolored, needle leaf, ¼ chests		.32
Young Hyson, green—		
Firsts, ¼ chests	.35	-.40
Hyson, green—		
Extra firsts, ½ chests	.35	-.40
Firsts, ½ chests	.28	-.32
Seconds, ¼ chests	.25	-.27
Assam, black—		
Choice, ½ chests		.26
No. 1, extra quality, 20-lb. boxes		.28

Tetley's India and Ceylon, 25-lb. cases—

	1 lb.	½ lb.	¼ lb.
Gold Label, I. and C	.71	.72	.73
Buff Label, I. and C	.56	.57	.58
Green Label, I. and C., Formosa Oolong or Mixed	.50	.51	.52
Orange Pekoe	.55	.56	.57
Red Label, I. and C. or Mixed	.44	.45	.46
Sunflower, I. and C., Formosa Oolong or Mixed	.60	.60	.60
Red Label, I. and C., 10c. 2½-oz. tins, doz.			.90
Sunflower, I. and C., Formosa Oolong or Mixed, 10c. 2-oz. tins			per doz. .90
Sunflower, I. and C., Formosa Oolong or Mixed, 3-lb. tins			per tin 1.55
Sunflower, I. and C., Formosa Oolong or Mixed, 5-lb. tins			per tin 2.55

—2—

Lipton's Tea, 50-lb. cases—

	1 lbs. Per lb.	½ lbs. Per lb.	¼ lbs. Per lb.
Dollar Tea	.71	.72	.73
Ceylon and India, Yellow	.51	.52	.53
" " Red	.45	.46	.47
" " Pink	.40	.41	.43
Black and Green, mixed, Olive	.51	.52	.53
" " " Gray	.45	.46	.47
English Breakfast, Green	.51	.52	.....
" " Blue	.45	.46	.....
Formosa Oolong, Salmon	.51	.52	.....
" " Cream	.45	.46	.....
Ceylon Green, Purple	.....	.52	.....

"A". Blend, 2 oz., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 400..... per doz. .90

"B" Blend, 75 gr., 10c. tins, counter boxes of 36, also cases 72, 100, 200, 300...per doz. .90

AMMONIA.

	Per doz.
Victor, 16 oz., 3 doz	.40
O. K., 3 doz	.42½
Colburn's, 2 doz	.85
Parson's, 25c., 2 doz	2.10
" 10c., 3 doz	.85
Banner Dry Ammonia	1 doz. .95½
White Foam Household, 10 oz., 3 doz	.90
" " 16 oz., 2 doz	.90

AXLE GREASE.

Frazer's, 14-lb. pails	per doz. .75
Mica, ¼ gross	per gross 8.50

BAKING POWDER.

Rumford Yeast Powder—	Per case
4 oz. glass, 2 doz	1.66
6 oz. " 2 doz	2.15
6 oz. " 4 doz	4.25
6 oz " 6 doz	6.20
6 oz. " 12 doz	12.25
Rumford Baking Powder—	
5c. tins, 4 doz.	per doz. .45
10c. tins, 2 doz.	.90
½-lb. cans, 2 doz	1.25
1-lb. cans, 1 doz	2.50
Davis' O. K.—	
¼ lb., 4 doz	.45
½ lb., 3 doz	.90
1 lb., 2 doz	2.65
5 lb., ½ doz	7.20
Lesite's—	
¼-lb. cans, 4 doz., 4 cans free	.45
½-lb. cans, 2½ doz., 2 cans free	.87½
1-lb. cans, 2 doz., 1 can free	1.65
5-lb. cans, ½ doz	per case 3.60
Sea Gull, 7¾-oz. tins, 4 doz	.45
Parrot and Monkey, 4 doz	.45
Royal—	
10c. size, 4 doz	.86
¼ lb., 4 doz	1.30
½ lb., 2 doz	2.40
1 lb., 1 doz	4.65

BLACKING—Shoe.

	Per gross
Mason's, No. 1, ¼ gross	2.70
" No. 2, ¼ gross	3.00
" No. 3, ¼ gross	3.30
" No. 4, ¼ gross	5.40
Blackola, 10c. size	6.80
Shinola, 3 doz	8.25

SHOE DRESSING.

Mason's—	Per doz.
Black Dressing, regular	.75
White Dressing, medium	.75
Combination Black	.75
" Russet	.75

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Black Shine, No. 2	.45
" No. 3	.75
Tan Shine, No. 2	.45
" No. 3	.75
Bixby's Royal Polish, 1 doz	.85
" Jet Oil Polish	.85
Brown's Shoe Dressing, 1 doz	.85
" Army and Navy, 1 doz	.85
Boyer's French Dressing	.65
" Oil Polish	.78
Easy Bright, ladies	.82½
Admiral Russet Combination	.70
" Shoe Dressing	.70

GREEN COFFEE.

	Per lb.
Java, extra fancy, genuine	.22¾
Mocha, genuine, finest, ½ and ¼ bales	.27½
Mocha Seed Santos, fancy, choice	.13¾
Carcacas, fancy, washed	.16½
Maracaibo, strictly fancy, mild, choice	.14½
Santos, Peaberry, extra fancy	.12¾
Santos, fancy	.11¾
Rio, Golden, fancy	.11½
Rio, prime	.09¾

ROASTED COFFEE IN BULK.

Java, extra fancy, genuine	.27½
Java, fancy, 50-lb. lots	.27¼
Mocha, finest	.33½
Mocha Seed Santos	.15¾
Carcacas, extra fancy, washed	.20¼
Maracaibo, extra fancy	.17
Santos, Peaberry, extra fancy	.15½
Santos, extra fancy	.16
Rio, Golden, extra fancy	.14½
Rio, prime	.11¼

PACKAGE COFFEE.

	200 lbs.	60 lbs.
Arlosa	16 50	16 60
Seven Day (f. o. b. N. Y.)	12 50	12.60

COFFEE ESSENCE AND CHICORY.

Pfeiffer & Diller's "Kosyr," 50 tins in box, per box	4.65
Tomson-Hummel's, tin, ¼ gross	per gross 2.60
" imp., ¼ gro	" 2.15
Floto's, improved, ¼ gross	" 2.15

BLUING—Dry.

	Per gross
Barlow's, small, 4 doz	2.75
" large, 3 doz	5.40
Sawyer's, No. 1, 6 doz	2.10
" No. 3, 3 doz	4.50
Colburn's, No. 1, 4 doz	1.60
" No. 2, 3 doz	2.50
" Mammoth, 3 doz	3.60
" Ball Blue, No. 1, 3 doz	2.60
" " No. 2, 3 doz	4.80
Reckitt's, 32 5c. pkgs., 16 10c. pkgs	per box 2.15

BLUING—Liquid.

	Per gross
Boyer's Bengal, No. 8, ¼ gross	3.90
French Laundry, large, ⅛ gross bbl	per bbl. 2.10
Admiral, 4 oz., 3 doz	4.00
" 8 oz., 3 doz	6.50
" 16 oz., 1 doz	9.90

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BUTTER.

Tub Butter—	Per lb.
Creamery specials	.31
" extra, 60-lb. tubs	.30
" first, "	.29
" second, "	.28
" third, "	.27
" dairy, extra, bakers' use, 30-60 lbs	.22-.26
" 5 and 10-lb. rolls, 60 and 200-lb. boxes	.29-.32
Print Butter—	
Prize	.29
Gurnse, lbs. and ⅛ lbs	.37
Awltru	.34
Milhen Farm, lbs. and ⅛ lbs	.37
Honebe	.33
Star or S. D., 1 lb., 20-50 lb. boxes	.36
B. B., E. D., 20-50 lb. boxes	.35
J. J., C. V., Gilt Edge, Gold Medal, 20-50 lb. boxes	.34
Sheaf ("400"), Elgin, 20-50 lb. boxes	.33
Sheaf	.30-.31
White Rock	.37

CANDLES.

	Per lb.
P. & G., 8s, 30 lbs	.10¼
" 16s, 30 lbs	.11¼
Paraffine, 4s, 6s, 8s, cartons, 36-lb. cases	.07½
Searchlight, hotel, 16s, 30 lbs	.06
Peerless, hotel, 16s, 30 lbs	.08¾
Bright Light, 16s, 30 sets to box	per box 1.60

JARS AND JAR RUBBERS.

Mason's—	Per gross
Half gallons	7.85
Quarts	4.95
Pints	4.75
Jar Rubbers—	
Double lip, wide, 1 doz. cartons	per gross .70
Single lip, wide, 1 doz. cartons	" .68
Acme, wide, 1 doz. cartons, 5 gross boxes,	per gross .42
Acme, medium, 1 doz. cartons, 5 gross boxes,	per gross .38
	Per lb.
Lightning, pure rubber, bulk	.45
Reliable, white rubber, wide	.25½
" " medium	.25½
Black rubber, medium	.24

25-lb. lots 1 cent per lb. less.

Jar Tops—	Per gross
½-gross boxes, no rubbers	1.45
5-gross lots	1.40
Jelly glasses, fluted, bbls. 24 doz	per doz. .17

CATSUP.

Snider's—	Per doz.
16 oz., 2 doz	2.10
8 oz., 2 doz	1.30
Ritter's—	
Tomato, ½ pint, 2 doz	.95
Tobasco, ½ pint, 2 doz	.95
Beech-Nut—	
Pints	2.25
½ pints	1.35

KETCHUP.

Curtice's "Blue Label," Tomato—	Per case
Small	2.75
Medium	4.25
Large	3.25

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CANNED GOODS.

Baked Beans—	
Ritter's	.95
B. & M., No. 2	1.25
Campbell's, 20 oz., tomato sauce or Boston style per case	1.90
Snider's, No. 2	1.40
Van Camp's, No. 2	1.40
Cruikshank's, No. 2	1.35
Heinz's, No. 2	1.40
Dog's Head, No. 3	1.25
Victory, No. 1	.47½
Tomatoes—	
Standard, New Jersey, No. 3	1.05
" Maryland, No. 2	.60
" " No. 3	.80
Lima Beans—	
Standard, New Jersey, No. 2	1.15
" Maryland, No. 2	1.20
Fancy, small, No. 2	1.50
String Beans—	
Standard, New York, No. 2	1.10
Extra fancy, New York, No. 2	2.00
Fancy, New York, No. 2	1.50
Standard, Maryland, No. 2	.70
Red Kidney Beans—	
Standard, New York, No. 2	.95
" Maryland, No. 2	.80
" Illinois, No. 2	.90
Corn—	
Standard, New York, No. 2	.90
Fancy, New York, No. 2	1.00
Standard, Maryland, No. 2	.80
" Maine, No. 2	1.30
Fancy, Maine, No. 2	1.30
Shoe Peg, No. 2	.85
Whole grain, No. 2	.75
Peas—	
Standard, New York, No. 2	1.25
Sifted, New York, No. 2	1.50
Extra sifted, New York, No. 2	2.00
Standard, Soutbern, No. 2	.85
Sifted, Southern, No. 2	1.00
Extra sifted, Southern, No. 2	1.40
Standard, Indiana, No. 2	.80
Sifted, Indiana, No. 2	1.10
Extra sifted, Indiana, No. 2	1.40
Standard, Wisconsin, No. 2	1.10
Sifted Wisconsin, No. 2	1.40
Extra sifted, Wisconsin, No. 2	2.00
Beets—	
Standard, New York, No. 2	
" " No. 3	1.25
" New Jersey, No. 2	
" " No. 3	1.10
Succotash—	
Standard, New York, No. 2	1.00
Fancy, New York, No. 2	1.25
Standard, Maryland, No. 2	.95
Fancy, Michigan, No. 2	1.15
Asgaragus—	
Small, No. 2½	2.00
Medium, No. 2½	2.20
Large, No. 2½	2.50
Tips, No. 1	2.25
Pumpkins—	
Standard, New York, No. 3	1.00
" New Jersey, No. 3	.85
Spinach—	
Standard, Maryland, No. 3	1.00
Sour Krout—	
Standard, New York, No. 3	.85
" Maryland, No. 3	.80

California Canned Fruit.

Apricots—	
Extra, No. 3	2.75
" No. 2½	2.10
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
Bartlett Pears—	
Extra, No. 3	
" No. 2½	2.50
Extra Standard, No. 2½	2.30
Standard, No. 2½	2.15
White Cherries—	
Extra, No. 3	
" No. 2½	2.90
Extra Standard, No. 2½	2.50
Standard, No. 2½	2.25
Peaches, Lemon Cling, Sliced—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.50
Peaches, Lemon Cling—	
Extra, No. 3	2.95
" No. 2½	2.00
Extra Standard, No. 2½	1.75
Standard, No. 2½	1.45
Peaches, Yellow Crawford—	
Extra, No. 3	2.80
" No. 2½	2.00
Extra Standard, No. 2½	1.70
Standard, No. 2½	1.40

Eastern Canned Fruits.

Apples—	
New York State, No. 3	.90
" " No. 10	2.75
Blackberries—	
In syrup, No. 2	1.35
In water, No. 2	
Cherries—	
White Wax, light syrup, No. 2	1.35
" heavy syrup, No. 2	1.50
Peaches—	
Table, No. 3	1.35
Seconds, No. 3	1.15
Pie, No. 3	.85
Pears—	
Bartlett, Extra Standard, No. 2½	2.00
Keifer, syrup, No. 3	
" water, No. 3	
Plums—	
Heavy syrup, No. 2½	1.25
Light syrup, No. 2½	1.00
Blueberries—	
Maine, in water, No. 2	1.40
Strawberries—	
Extra preserved, No. 2	1.80
Preserved, No. 2	1.60
In water, No. 2	1.20

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Pineapples—	
Hawaiian, Extra, No. 2½	2.00
" Standard, No. 2½	1 75
" Extra, No. 2	1.50
" Standard, No. 2	1.35

Canned Crabs, Clams, Lobsters, Shrimps, Mackerel, Kippered Herring and Oysters.

	Per doz.
Crabs, with shells—	
McMenamin's, Deviled, No. 1, 2 doz	2.32½
" " No. 2, 2 doz	3.75
Clams—	
Star, No. 1, 4 doz	.95
Gold Label, No. 1, 4 doz	1.00
Lobster—	
B. & M., No. 1, tall. 2 doz	5.25
" No. 1, flat, 4 doz.	5.25
" No. ½, flat, 4 doz	2.60
Star, No. ¼, flat, 4 doz	1.50
" No. ½, flat, 4 doz	2.50
Mackerel—	
Pickert's, soused, No. 1, 4 doz	1.37½
Morton's, English Channel, 1 lb., tall, 6 doz.	1.65
Smith's, Aberdeen Scotch, 1 lb., tall, 6 doz.	1.42½
" " 1 lb., round, flat, 6 doz	1.45
Normanna, Bordelaise Sauce, 100s	15.00
" Soused, ½s, oval, 100s	15.00
" " high oval, 100s	18.00
" Fresh Mackerel, 100s	19.00
" dgl., Young Mackerel in Olive Oil, ¼s, 100s	15 00
Oysters—	
Boyer's, No. 1, 2 doz	.85
" No. 2, 2 doz	1.65
Victory, No. 1, 2 doz	.80
Kippered Herring—	
Maconache's, plain	1.60
Normanna, Tomato Sauce, 100s	11.00
" Boneless, ½s, oval, 100s	11.00
Roe—	
Normanna, Mackerel, red, oval, 100s	15 00
" Cod, 1-lb. round tins, 100s	23 00
" " high oval tins, 100s	18.00
Salmon—	
Hapgood's, No. 1, tall	2.45
" No. 1, flat	2.50
Fancy Sockeye, No. 1, flat	2.35
" No. 1, tall	2.00
" No. ½, flat	1.50
Alaska, red, tall	1.65
" medium red, tall	1.30
" pink, No. 1, tall	1.05
Shrimps, No. 1, wet	1.20

SARDINES—Imported.

	Per case
Normanna, Dingley, ¼s, Olive Oil, 100s	11.50
" " ¼s, Tomato Sauce, 100s	11 50
" ¼s, oval, Royans a la Bordelaise, 100s	15 00
" Portuguese, Olive Oil, ½s, skinless and boneless, 100s	24 00
Boneless and peeled, ½s	24.00
" D. & G., ¼s	26.50
" Ispa, ½s	28.00
" Gondolier, ½s, 100	18.00
" Landell, ¼s, 100	9.50
" Martell, ¼s, 100	10.50
" " ½s, 100	15.00
" Loyal, ¼s, 100	9.50
Argonautes, ¼s, 100	14.00
Orion, smoked, ¼s, key, 100	8.00
Tomato sauce, ¼s	15.00
Truffled, ¼s, key, 100	12.50
Spiced, ¼s, 100	10.00
Royanette, oval, ¼s, 100	9.60
Angus Watson & Co.—	
Skipper, ¼s, olive oil, 100	15.00
" ¼s, tomato sauce, 100	15.00
" ½s, olive oil, 50	13.25
" ½s, tomato sauce, 50	13.25
Sea Queen, ¼s, olive oil, 100	11.25
Sea Pearl, ¼s, olive oil, 100	9.40
Tea Time, ¼s, olive oil, 100	7.80
"Herringlets," olive oil, 50	7.50
Bouillon "Herringlets," 50	5.60

Domestic.

American Oil—	
Seminole, standard, key, carton, ¼s	3.90
No. 2, ¼s, 100	3.60
¼s, key, 100	3.80
Irma, ¼s, 100	4.00
Pickert's, Rival brand, carton, ¼s, 100	3.90
" " " ½s, 100	6.00
Mustard—	
Irma, ¼s, 100	4.00
¼s, 100	3.60
½s, 48	3.90
Continental, ½s, key, 48	3.25
Irma, fancy, ½s, 50	3.80
Gold Label, ½s, 50	4.50
" ½s, 100	7.00
Underwood's, ½s, 50	4.50
Pickert's, Crown brand, ½s, 48	4.00
" Columbias, ½s, 48	3.00

CANNED MEATS.
Corned Beef.

	Per doz.
Armour's—	
No. 1, 2 doz	2.60
No. 2, 1 doz	4.80
Hash, No. ½, 2 doz	1.05
" No. 1, 2 doz	2.30
" No. 2, 1 or 2 doz	3.75
" No. 6, ½ or 1 doz	13.25
Libby's—	
Compressed, No. 1, key, 2 doz	2.40
" No. 2, key, 1 doz	4.60

Chipped Beef.

Armour's—	
Shield, No. ½, 2 doz.	1.40
" No. 1, 2 doz.	2.40
Veribest, tins, small, 2 doz	1.85
" " large, 1 doz	3.35

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Libby's—	
Peerless, small, 4 doz	.95
" medium, 2 doz	1.40
No. ½, glass, 2 doz	1.85

Sausage.

Armour's—	
Vienna style, No. ½, 2 doz	.95
" No. 1, 2 doz	1.85
" No. 2, 1 doz	4.00

Sliced Beef.

Armour's—	
Glass, small	1.85
" large	3.35
Swift's—	
Premium, No 1, glass	3.50

Sliced Bacon.

Holly brand	
Erie brand	

Loaf Goods.

Armour's—	
Beef, No. ¼	1.40
Chicken, No. ¼	2.25
Ham, No. ¼	1.40
Veal, No. ¼	1.40

Roast Beef.

Armour's—	
No. 1, 2 doz	2.60
No. 2, 2 doz	4.80
Libby's—	
No. 1, 2 doz	2.40
No. 2, 1 doz	4.60
Kingan's—	
No. 1, 2 doz	2.50
No. 2, 1 doz	4.85

Lunch Tongue.

Armour's—	
Whole, No. ½, 2 doz	1.95
" No. 1, 2 doz	3.60
Libby's, No. 1, 2 doz	3.35

Whole Ox Tongue.

Armour's—	
Whole, No. 1, 1 doz	5.75
" No. 1½, 1 doz	7.75
" No. 2, 1 doz	8.50
" No. 2½, 1 doz	11.55
" No. 3, 1 doz	15.35
Libby's, No. 2½, 1 doz	11.95

Potted or Deviled Meats.

The Franco-American Food Co.—	Per doz.
Potted Beef for sandwiches, 5 oz., 4 doz	.90
Pates, Truffled—	
Chicken, 5 oz., 2 doz	2.50
Chicken Liver, 5 oz., 2 doz	2.50
Armour's—	
No. ¼, 4 doz	.47½
No. ½, 2 doz.	.90
Ham, No. ¼, 2 doz	1.40
Tongue, No. ¼, 2 doz	1.40
Libby's—	
No. ¼, 4 doz	.45
No. ½, 2 doz	.90

Curtice Brothers' Blue Label, Deviled—

	No. 5 oz.	No. 10 oz.
Ham	1.60	2.80
Tongue	1.60	2.80
Chicken	2.00	3.30
Turkey	2.00	3.30

No. 5 oz. packed 4 doz. No. 10 oz. packed 2 doz.

Curtice Brothers' Blue Label, Potted—

	No. ¼ Tin.	No. ½ Tin.
Ham	1.50	2.60
Tongue	1.50	2.60
Chicken	2.00	3.00
Turkey	2.00	3.00

No. ¼ packed 4 doz. No. ½ packed 2 doz.

Normanna French Truffled Sandwich Paste, 100s	27.00

Potted Chicken.

Armour's—	
Chicken, No. ¼, 2 doz	1.95
Libby's—	
No. ¼, 2 doz	1.70
No. ½, 1 doz	2.40
R. & R., No. ½, 4 doz	1.75

Boned Meats.

Armour's—	
Chicken, No. ¼, 4 doz	2.15
" No. ½, 2 doz	3.45
" No. 1, 1 or 2 doz	6.30
Turkey, No. ½, 2 doz	
" No. 1, 1 or 2 doz	
Curtice Brothers' Blue Label, in tins—	
Chicken, No. ½	3.45
" No. 1	6.10
Turkey, No. ½	3.45
" No. 1	6.10
Whole Rolled Ox Tongue, No. 2	17.00
Boneless Whole Ham, No. 1½	10.00
" " No. 2½	14.50

All of the above packed 2 dozen in case, except Whole Rolled Ox Tongue and Boneless Ham, which are 1 dozen.

SOUPS.

The Franco-American Food Co.—	Per doz.
Readymaid Concentrated Soups—	
Eleven varieties, 10½ oz., 4 doz	.90
Chicken	.95

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Soups—	Quarts.	Pints.	½-Pints.
Chicken, Chicken Consomme, Chicken Gumbo (Okra), Mulligatawny, Clear Ox Tail, Mock Turtle	3.45	2.00	1.10
Assorted	3.15	1.80	1.00
Green Turtle Thick	7.50	4.00	2.25
Clear Green Turtle	10.00	5.50	3.00
All others	3.10	1.75	.95

	Per doz.
Armour's—	
All kinds, No. 1, 4 oz	.90

	Per case
Campbell's, No. 1s, 10½ oz., 4 doz.—	
All kinds	3.60
No. 10 cans Tomato, Vegetable, Ox Tail, Clam Chowder, Beef and Mutton Broth, 6 cans per case	3.25

SPECIAL ASSORTMENTS.
Order by number.

No. 1 contains 3 Beef, 2 Bouillon, 2 Celery, 6 Chicken, 2 Chicken Gumbo (Okra), 2 Consomme, 2 Clam Chowder, 3 Mock Turtle, 1 Mulligatawny, 2 Mutton Broth, 4 Ox Tail, 2 Pea, 6 Tomato, 2 Tomato Okra, 2 Vermicelli Tomato, 6 Vegetable, 1 Asparagus ..... per case 3.60

No. 2 contains 12 Chicken, 24 Tomato, 12 Vegetable ..... per case 3.60

No. 4 contains 6 Chicken, 2 Clam Chowder, 5 Beef, 5 Ox Tail, 24 Tomato, 6 Vegetable ..... case 3.60

Curtice Brothers' Blue Label—

	Quarts.	Pints.	½-Pints
Green Turtle	6.50	3.50	2.00
" clear	7.25	3.75	2.25
Terrapin	7.25	3.75	2.25
All others	3.15	1.75	1.25
Ritter's, Tomato			.90

CHOCOLATE AND COCOA.

	Per lb
Wilbur's Cocoa—	
10c. tins, 6-lb. boxes	.34
¼-lb. tins, 6-lb. boxes	.31
½-lb. tins, 6-lb. boxes	.30
1-lb. tins, 6-lb. boxes	.29
5-lb. canisters	.33
Wilbur's Premium Chocolate—	
¼ lb., 6 and 12-lb. boxes	.29
½ lb., 6 and 12-lb. boxes	.28
Wilbur's Sweet Clover Chocolate—	Per box
48 cakes, 5c. size	1.50
Capitol, sweet, ½s, 6 lb ..... per lb.	.19
Walter Baker & Co.'s—	Per
Premium, ½ lb., 12 lbs	.29
" ¼ lb., 12 lbs	.29
Caracas, sweet, 6 lbs., ⅛ and ¼-lb cakes	.26
German's, sweet, 12 lbs	.20
Auto, sweet, 6 lbs	.33
Cocoa, ¼-lb. cans, 12 lbs	.34
" ½-lb. cans, 6 lbs	.34
W. H. Baker's—	
Best Cocoa, ½-lb. size	.33½
" ⅛-lb. size	.33½
Premium Chocolate, ½s, 12 lbs	.29
" ¼s, 12 lbs	.29
Best Sweet Chocolate, ½s, 6 lbs	.20
" " ¼s, 6 lbs	.20
Vanilla Chocolate, ⅛s, 6 lbs	.26
Croft's Cocoa and Chocolate—	
Swiss Milk Cocoa, ½-lb. glass jars	.40
Cocoa, ½-lb. tins	.29
" ¼-lb. tins	.30
" ⅛-lb. tins	.33
" 6 5-lb. cans	.30
Baking Chocolate, ¼s	.29
" ½s	.28
Swiss Milk Chocolate, 48 5c. cakes	1.50
Hershey's—	Per box
Milk, 24s	.85
Breakfast Cocoa, ½ lb. size, 6 or 12 lb. bxs.	.27
" " ¼ lb. size, 6 or 12 lb. bxs.	.28
" " ⅛ lb. size, 6 or 12 lb. bxs.	.29
Blooker's Cocoa—	Per doz.
Grand brand, ¼-lb. tins, 2 doz	1.88
" ½-lb. tins, 2 doz	3.50
" 1-lb. tins, 1 doz	6.50
" 5-lb. tins, 1 doz. ..... per lb.	.52
" 10-lb. bags ..... "	.50
Daalder's brand, ⅛-lb. tins, 12-lb. box "	.40
" ½-lb. tins, 12-lb. box "	.39
" 1-lb. tins, 12-lb. box "	.38
" 2-lb. tins, 12-lb. box "	.37
" 5-lb. tins, 60-lb. box "	.36
" 10-lb. bags, 100-lb. box "	.35
Runkels—	
Decorated Cocoa, ½s, 6 and 12-lb. boxes	.36
Labelled Cocoa, ½s, 6 and 12-lb. boxes	.33
Premium Chocolate, ½s, 6 and 12-lb. boxes	.30
" ¼s, 6 and 12-lb. boxes	.31
Dairy Milk Chocolate, 24 cakes to carton	.80
Almond Bars, 24 cakes to carton	.80
" 12 10c. cakes to carton	.80
Vanilla Sweet Chocolate, 24 cakes to carton	.80
" " ⅛, 6 and 12-lb. boxes	.29
Red Ribbon Sweet, ¼-lb. cakes, 6 and 12-lb. boxes	.24
Vienna Sweet, ¼s, 6 and 12-lb. boxes	.23
Chocolatina, 24 cans to box	1.85
Lowney's—	Per lb.
Cooking Chocolate, unsweetened, 6-lb. boxes, 12 boxes in case, ½-lb. pkgs	.29
Cooking Chocolate, unsweetened, 12-lb. boxes, 6 boxes in case, ½-lb. pkgs	.29
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ½-lb. pkgs	.28
Vanilla Sweet Chocolate, 6-lb. boxes, 12 boxes in case, ¼-lb. pkgs	.28
Boston Vanilla Sweet Chocolate, 50 5c. pkgs. in box ..... per box	1.50
Cocoa, 6-lb. boxes, 12 boxes in case, ½-lb. tins	.34
Cocoa, 12-lb. boxes, 6 boxes in case, ½-lb. tins	.33
Cocoa, 6-lb. boxes, 12 boxes in case, ¼-lb. tins	.33
Cocoa, 12-lb. boxes, 6 boxes in case, ½-lb. tins	.34
"Diamond" Sweet Chocolate, 6 and 12-lb. boxes	.22
Nut Milk Chocolate, 48 5c. pkgs. in box, per box	1.60
Nut Milk Chocolate, 24 5c. pkgs. in box, per box	.80

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Almond Milk Chocolate, 48 5c. pkgs. In box ..... per box	1.60
Almond Milk Chocolcte, 24 5c. pkgs. in box ..... per box	.80
Almond Milk Chocolate, 24 10c. pkgs. in box ..... per box	1.60
Milk Chocolate, 50 5c. pkgs. in box, per box	1.50
Milk Chocolate, 25 5c. pkgs. in box, per box	.75
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, ½-lb. pkgs	.29
"Home Sweet" Chocolate, 6-lb. boxes, 12 boxes in case, ¼-lb. pkgs	.29
Medallion Drinking Chocolate, ½s and ¼s, 6-lb. boxes, 12 boxes in case	.29

Bensdorp's Royal Dutch Cocoa—

12 lbs. in box.	Per can.	Per
2-oz. oval cans, 4 doz. in box	.07½	.90
5-oz. oval cans, 3 doz. in box	.18⅜	2.20
½-lb. round cans	.29	3.48
1-lb. round cans	.57	6.84
60 lbs. In case.	Per can.	Perl
5-lb. round cans	2.50	.50

Bensdorp's Chocolates—

6-lb. boxes, 24 boxes in case.	Per
Sweet Vanilla, 4 cakes to lb	.28
" 8 cakes to lb	.28
Milk Chocolate, 6 cakes to lb	.45
" 12 cakes to lb	.45
Milk Chocolate Towers, 5-lb boxes, 20 boxes in case	.50
Milk Chocolate Towers, ½-lb. boxes, 90 boxes In case	.56

Bensdorp's Cooking Choeolate— Per lb.

Blue Label, ½-lb. cakes, 12-lb. boxes, 12 boxes in case	.30

Bensdorp's Turinos—

5 lbs. in box, 20 boxes in case	.50
1 lb. boxes, 30 boxes in case	.55
½ lb. boxes, 60 boxes in case	.55
⅓ lb. boxes, 90 boxes in case	.56

Van Houten's— Per tin

Cocoa, 12-lb. boxes, 1-lb. tins	.65
" 12-lb. boxes, ½-lb. tins	.36
" 6-lb. boxes, ¼-lb. tins	.18

Stollwerck's Gold Brand Cooking Chocolate— Per lb.

No. 300, unsweetened, ½-lb. packages	.34
No. 350, Princess, Triple Vanilla, sweet, ½-lb. cakes	.28

Stollwerck's Gold Brand Plain Eating Chocolate— Per box

No. 1, large, 25 cent size, 6 tablets in box ...	1.10
No. 3, small, 10 cent size, 24 tablets in box..	1.80

Stollwerck's Gold Brand Milk Chocolate—

No. 51, large, 25 cent size, 6 tablets in box..	1.10
No. 53, small, 10 cent size, 24 tablets in box	1.80

Stollwerck's Cocoa— Per lb

No. 201, Gold Brand, ½-lb. cans, 6 and 12-lb. boxes	.39
No. 220, Gold Milk, ½-lb. cans, 6 and 12-lb. boxes	.39

PAPER.

Continental Paper Bags—
Net price per 1,000—500 in a bundle

Golden Rod S. O. S.		Republic(White) S.O.S.	
¼ lb	.34½	¼ lb	.25
½ "	.41½	½ "	.30
1 "	.55½	1 "	.40
2 "	.72½	2 "	.52½
3 "	.86½	3 "	.62½
4 "	1.07½	4 "	.77½
5 "	1.24½	5 "	.89½
6 "	1.52½	6 "	1.09½
8 "	1.76½	8 "	1.27
10 "	2.01	10 "	1.44½
12 "	2.35½	12 "	1.69½
14 "	2.98	14 "	2.14½
16 "	3.18½	16 "	2.29½
20 "	3.56½	20 "	2.57
25 "	3.95	25 "	2.84

Manilla—
All No. 1 Manilla paper, full count, 480 sheets to the ream. Per ream

15x20, 5 reams in bundle	.48
20x30, "	.90
24x36, "	1.20

Butter, Parchment— Per pkg.

8x11, 1000 sheets	.60
9x12, "	.70
18x24, 50-lb. bundles of about 1200 sheets, per lb.	.10

Toilet— Per case

Extra quality, 100 rolls	5.75
Good " 200 "	4.95

Butter, Wax— Per pkg.

9x12, about 480 sheets	.14½

White Tea— Per bundle

12x16, 100 sheets to pkg., 10 pkgs. to bundle	1.40
15x20, 100 sheets to pkg., 5 pkgs. to bundle	.80

Bags, price per M—

Sizes	Original Bundles Contain	Panther Ex. Heavy Yellow	Wolf Heavy Drab
¼ lb.	15M	.38	.28
½ "	10M	.46	.33
1 "	8M	.61	.44
2 "	6M	.79	.58
3 "	5M	.95	.70
4 "	4M	1.15	.85
5 "	3M	1.40	.98
6 "	3M	1.70	1.20
8 "	2M	1.95	1.40
10 "	2M	2.20	1.60
12 "	2M	2.65	1.90
14 "	1M	3.30	2.55
16 "	1M	3.48	2.65
20 "	1M	3.85	2.80
25 "	1M	4.30	3.15

Flour Sacks, satchel bottom—

Majestic Ex. Heavy	Plain per 100
12½ lbs., ⅛ bbl	.42
24½ lbs., ⅕ bbl	.70
49 lbs., ¼ bbl	1.40

No. 2, Manilla light weight— Per lb.

12 in. rolls	.02⅜
15 "	.02⅜
18 "	.02⅜
20 "	.02⅜
24 "	.02⅜

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Silk Fibre, No. 1—	
9 In. rolls	.02¾
12 "	.02¾
15 "	.02¾
18 "	.02¾
20 "	.02¾
24 "	.02¾
30 "	.02¾

CONDENSED MILK.

	Per case
Eagle, 4 doz	6.25
" 2 doz	3.15
Challenge, 4 doz	4.35
Magnolia	4.85
Dime	3.75
Baby, 1 doz., glass	2.00
Peninsular	4.40
Star, 4 doz	4.85
Anchor, skimmed	3.25

EVAPORATED MILK.

Borden's, Peerless brand, tall	3.25
" " small, 6 doz	2.25
" family size	2.95
" hotel size	3.25
" confectioners' size	3.50
Silver Cow, small, 6 doz	2.25
St. Charles, small, 4 doz	1.65
" tall	3.25
" hotel size	3.25
" confectioners' size	3.50
Pearl, tall	3.25
" small, 4 doz	1.65

HIRES CONDENSED MILK

	Per case
Silver	$4.95
Hires	4.60
Queen	4.60
Premium ...	4.15
Blue Ribbon.	4.15
Gold (Baby).	2.35
Gold (Tall)..	3.35
St. Elmo ...	3.75

CRACKERS AND CAKES.

J. S. Ivins' Son—	Boxes
Assorted Jumbles	.10
Cocoanut Ripple	.11
Crystal Cookies	.12
Fruit Cookies	.10
Graham Wafers	.11
Grandma Cookies	.10
Honey Jumbles, XX	.10
Iced Honey Jumbles	.12
Lemon Bar	.10
Lunch Biscuit	.10
Marshmallow Mayblossoms	.12
Newtons	.11
Saltines	.13
Spiced Wafers	.10
Sugar Cookies	.12
Sweethearts	.12
Water Crackers	.09
7-lb. tin pails—	
Arrowroot Biscuit	.16
Assorted Bon Bons	.17
" Teas	.17
" Slices	.17
Butters	.16
Chocolate Bon Bons	.17
" Butters	.17
Cocoanut Macaroon	.16
Fancy Jumbles	.16
Fruit Sundaes	.16
Lemon Sundaes	.16
Sweet Marie	.16

Package goods—	Per doz.
Animals	.45
Cracker Meal, large	.90
" small	.45
Gingerettes	.90
Gold Medal Soda, small	.45
" " large	.90
Graham Wafers	1.25
Lunch-on-Thins	.90
Milk Lunch	.90
Ginger Snaps	.45
Pink Tea	.90
Saltona Biscuit	.90

Freight paid on $5.00 orders to Pennsylvania, New York, New Jersey, Delaware, Maryland, District of Columbia, Connecticut, Rhode Island, Massachusetts. Outside points will be shipped f. o. b. Philadelphia, less a freight allowance of 25 cents per 100 lbs.

A. Exton & Co.—	Bbls.	Boxes
Butter Crackers	.09	.09½
Oyster Crackers	.09	.09½
Wine Scroll	.11	.11½
Cracker Dust	.09	.09

Packages free. To wholesale dealers and jobbers a discount will be made on lots of 5 bbls. and upwards.

DELIKATESSEN.

Wein Senf, Prepared Mustard.

Stone pots, small, 2 doz ..... per doz.	1.15
" " with horseradish.... "	1.15
" large, 1 doz ..... "	1.75
" " with horseradish.... "	1.75
Wein Senf, bbls ..... per gal.	.....
" 1-gal. stone jars ..... per jar	.75
" 5-gal. kegs ..... per keg	2.50

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Prepared Mustard, bbls ..... per gal.	.....
" 15-gal. kegs ..... "	.....
" 10-gal. kegs ..... "	.....
" 5-gal. kegs ..... "	.35-.50
" 2-gal. pails ..... per pail	.90
" 1-gal. pails ..... "	.50
Prepared Special, with spoon, 2 doz... per doz.	.95
" sifting top, 2 doz ..... "	.46
" with horseradish, 2 doz ..... "	.97

Imported and American Fancy Cheese.

Emmenthaler Swiss, selected, tub	.....
" " loaf	.....
Sap Sago, 3 to lb ..... cask, per lb.	.....
" " ..... less than cask, "	.....
Roquefort ..... 12 In case, "	.....
" ..... less than case, "	.....
Parmesan, about 30 lbs ..... loaf, "	.....
" ..... less than loaf, "	.....
Edam, 12 in case ..... case	.....
" ..... single	.....
" In tin ..... per lb.	.....
" 1-lb. tins ..... per case	.....
Camembert, domestic, wood boxes ..... per doz.	2.75
" Autocrat brand, large ..... "	.....
" " medium, "	.....
Sap Sago, grated, ready for use, 10-oz. bottles, per doz.	1.75
Parmesan, grated, ready for use, small bottles, per doz.	2.50
Olmutzer Hand, 100 in box	2.25
Edelweis, Romatour and Bier-Kase ... per doz.	.....
American Swiss, No. 1 ..... loaf	20-.22
" " ..... less than loaf	22-.25
" square loaves, No. 1, about 25 lbs. each ..... per lb.	22-.24
Limburger, No. 1 ..... box and ½ box	.18
" " ..... less than ½ box	.20
Pinxter, from Holland, in tins ..... per doz.	2.60
Muenster ..... per lb.	20-.22
Brick, No. 1 ..... "	18-.20
English Dairy ..... "	.22½
Pineapple, picnic size, 6 in box ..... per box	3.00
" gem size, 6 in box ..... "	2.25

Royal Luncheon—	Per doz.
Dinner size, 1 doz	4.50
Lunch size, 2 doz	2.40
Picnic size, 2 doz	1.35
Trial size	1.00
MacLaren Imperial, club size	1.00
" " No. 1 size	2.40
" Roquefort, large size	2.95
" " small size	1.45

	Per box
Fromage de Brie, M. C. C., 1 In box	1.55
Fromage d'Isigny, M. C. C., 6 in box	1.55
Wm. Tell brand, 12 in box	1.40
Neufchatel, Cow brand, 25 in box	.95
Star Cream or Phila., 12 in box	1.90
Miniature Cream or Phila., 12 In box	.95
Hand, 8 doz	1.35
" 4 doz	.70
" Thuringer, 4 doz	.85
Farmer Hand, 4 doz	1.45
Schutzen, 12 in box	1.25
American Mountain (Alpen Kase) 50 1-lb. pkgs ..... per lb.	.18

Imported and American Meats and Sausages.

Westphalia Ham, marked weight ..... per lb.	.....
Weiner Wurstel, 16 in tin ..... per doz.	.....
" 8 in tin ..... "	.....
Carlsbad Speck (Imported Bacon) ..... per lb.	.....
Imported Cervelat Sausage, Rolff's ..... "	.....
Imported Frankfurters ..... per doz.	.....
Goose Breast, imported, marked weight, per lb.	.....
Pate de fois Gras, small ..... per doz.	3.00

American— 50 and 100-lb. boxes.	Less
Cervelat (C. W.)	.27 .28
" (H)	.26 .27
" Peutonic	.24 .25
" Tip-Top	.....
" Gothaer	.32 .33
Salami (C. W.)	.27 .28
" (H.)	.26 .27
" (G. A. P.)	.....
Landjager, short ..... per lb.	.35
" long ..... "	.....
Mortadella, dry ..... "	.....
Knackwurst, 25 in box ..... per box	4.75
" ..... per doz.	2.40
Tongue Sausage ..... per lb.	.18
Smoked Braunschwelger Liver Sausage "	.18
Lachs Ham ..... "	.37
Petit Delicatess Frankfurters, plain.. per doz.	1.00
Petit Delicatess Frankfurters, with Sauer Kraut ..... per doz.	1.00
Lebanon Beef Bologna ..... per lb.	20-.22
Paprika Speck ..... "	.18
Mettwurst, half round ..... "	.25
Liver Sausage (special), truffle, goose or sardellen ..... per lb.	.18
Smoked Thuringer Blutwurst ..... "	.....
" Pfefferwurst ..... "	.....

Pickled Meats and Fish.

	Per doz.
Lamb Tongues, Derby brand, pint glass jars..	4.80
" " quart glass jars	5.75
" " 10-oz. jars	2.50
" tumbler	1.50
Calves' Head, round tins	1.65
Tripe, 5-gal. kegs	2.00
Pigs' Feet, 10-lb. pails ..... per pail	1.05
" 5-gal. kegs ..... per keg	2.25
Russian Sardines ..... "	.75
" 5-lb. pails ..... per pail	.65
" 10-lb. pails ..... "	1.25
Beef Salad, In glass	1.00

Holland and Scotch Herrings.

Holland—	
Mixed, Y. M., 5 keg lots ..... per keg	.85
Milkers, Y. M ..... per keg	.95
Mixed, standard, bbls	.....
" ½ bbls	6.50
Milkers, standard, bbls	.....
" ½ bbls	7.50

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Scotland—	
Mixed, large, fulls, bbls	16.50
" " ½ bbls	8.50
Milkers, " bbls	.....
" " ½ bbls	.....
Marinirte Herring, Imported, about 40 In pail..	1.25
Roll Herring, imported, about 25 in pail	1.00
Spiced Herring, Imported, about 40 in pail	1.00
Norway Stockfish, dry ..... per lb.	.15
Matjes Herring ..... piece	.04

Bismarck Herring.

	Per tin
Round tins, with key, pint ..	.20
" " quart	.35
" " 2 quarts	.60
" " 4 quarts	1.10
Roll Mops, 4-quart tin	1.00
" 2-quart tin	.60
" quart tin	.....
Bismark Haring, 4-quart tin	1.00
" 2-quart tin	.60
Kruger's Roll and Brat Haring, oval tins, doz.	2.50

Russian Sardines.

Imported, Wallkoff brand ..... per keg	.....
" 5-lb. pails ..... per pail	.....
" 10-lb. pails ..... "	.....
Cut Spiced, 10-lb. pails ..... "	1.25
" 5-gal. keg ..... per keg	2.75
Russian, In glass jars ..... per doz.	.95

Norway Anchovies.

Fancy, keg	.....
" ½ keg	.....
" ¼ keg	.24
" ⅛ keg	.....
Original package ..... per ½ bbl.	.....
Repacked, 5-lb. pails ..... per pail	.....
" 10-lb. pails ..... "	.....
" 5-gal. kegs ..... per keg	.....
" ½-lb. flat tins ..... per doz.	.....
" ½-lb. tall tins ..... "	.....
" 1-lb. tall tins ..... "	.....

Salt Sardellen.

Original packages, 1902 ..... per anker	.....
Repacked, kegs, about 8 lbs ..... per keg	4.00
" pint jars ..... per doz.	6.00
" large tins ..... "	3.60
" small tins ..... "	2.40

Russian Caviar.

1-lb. tins ..... per doz.	32.00
½-lb. tins ..... "	16.00
¼-lb. tins ..... "	8.00
⅛-lb. tins ..... "	4.00

German Dill Pickles—Regular Size.

60-gal. casks, about 2000 ..... per cask	.....
50-gal. bbls., about 1200 ..... per bbl.	9.50
15-gal. kegs, about 500 ..... per 100	.80
10-gal. kegs, about 300 ..... "	.80
5-gal. kegs, about 150 ..... "	.80
10-lb. pails, about 50 ..... per pail	.60

Imported Sour Crout.

Magdeburger, 60-65 gal. cask .....

Domestic Sourkrout—Long Cut.

60-gal. casks ..... per cask	.....
48-gal. bbls ..... per bbl.	6.00
10-gal. kegs ..... per keg	2.00
5-gal. kegs ..... "	1.25
10-lb. pails ..... per pail	.55

Imported Lebkuchen.

Dampfnusse (Pfeffernusse) ..... per lb.	.....
Spitzkugein ..... "	.....

Lebkuchen and Bread.

Small Basler Lebkuchen, 6 in pkg., per bundle	.....
Basler Lebkuchen, No. 1, 6 in pkg., "	.....
" No. 2, 6 in pkg., "	.....
" No. 3, 6 in pkg., "	.....
Amandines, 9-lb. tins ..... per tin	.....
" small tins ..... "	.....

Pickles and Onions in Vinegar.

Mixed Pickles and Chow-chow, 5-gal. keg	2.50
" " 10-gal. keg	4.50

Sundries.

German Egg Potatoes, bags 110 lbs ..... per bag	.....
Green Kern ..... per lb.	.35
Potato Flour ..... "	.09¼
German Dried Pears ..... "	.14
Dried Mushrooms ..... "	1.00
Juniper Berries ..... "	.08
St. John's Bread ..... "	.05
Bay Leaves ..... "	.08

COTTOLENE.

Cases, small, medium or large cans	7.20
Tierces, about 350 lbs	.08½
½ bbls., about 180 lbs	.08⅝
Tubs, about 65 lbs	.08⅞

CHEESE.

New York, full cream, fancy, old, 40 lbs	.19
" " choice, new, 40 lbs	.16
Picnics, full cream, fancy, new, 20 lbs.	.16½
Swiss, domestic, about 30-lb. blocks	.20
" about 70-lb. loaves	.20
McLaren's, medium, 2 doz ..... per doz.	1.35
" Club, 2 doz ..... "	1.00
Red Edam ..... each	.95
Philo Cream, 1 doz. 10c. size ..... per doz.	.95
Elkborn Pimento, 1 doz ..... "	1.40

EGGS.

	Per doz
Nearby, candled and selected, 30 doz	.24
Western, selected	.23
Milhen Farm	.26
Awltru, packed In cartons	.25

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FANCY GROCERIES.

Almond Staple Paste, 5-lb. cans.....per lb.	.35
Anchovies, in oil, 6 ring bottle.....per doz.	5.00
" " 3 ring bottle..... "	3.25
Capers, Nonpariel, ½-gal. kegs.....	1.50
" quart, glass .....per doz.	7.50
" bottled, ¾ size..... "	2.25
" " ½ size..... "	2.00
" " ¼ size..... "	1.20
Canton Ginger, large pots, 6 to case...per case	4.25
" medium, 12 to case.... "	4.50
" small, 24 to case..... "	4.25
Cherries in Maraschino, glass, 1 doz... "	7.00
Clam Chowder, Burnham, 4 doz. 1-lb..per doz.	.90
" " 2 doz. 3-lb.. "	2.20
Currie Powder, pints..... "	3.60
" 4 oz..... "	2.40
" 2 oz..... "	1.40
French Peas, extra fins.....per case	.....
" fins..... "	.....
" moyens..... "	.....
McCann's Irish Oatmeal—	
2-lb. cans.....per doz.	.....
5-lb. cans .....per tin	.....
14-lb. cans ..... "	.....
Huntley & Palmer's Petit Beurre Biscuit...lb.	.22
" Dinner Biscuit..... "	.33
" Breakfast Biscuit..... "	.32
Packed 7 and 5 lbs. in a can.	
Red Pepper, ring, pints.....per doz.	1.25
" " ½ pints..... "	.60
Salt, stone jars, 4 doz.....	1.75
Theodore Marquett Mushrooms—	
First choice.....per case	24.00
Choice, 100 tins..... "	22.00
Extra, 100 tins..... "	26.00
Hotel, 100 tins ..... "	20.00
Truffles, ⅛ .....per tin	.25
" ⅛..... "	.40
" ¼..... "	.75
" ½..... "	1.50
Shrimps, pickled, small size.....	1.30
" Dunbar's, 2 doz.....per doz.	2.80
Figs in Cordial, Bishop's, 1 doz..... "	6.50
Crystalized Ginger, 1-lb. tins..... "	4.00
" ½-lb. tins..... "	2.25
Lime Julce, Rose's..... "	4.50
Victor Rose Water..... "	2.25
" Peach Water..... "	2.25
Pitted Olives ..... "	5.25
The Franco-American Food Co.—	Per doz
Broths for invalids, all kinds, ½ pints, 4 doz.	1.40

BOUILLON CUBES AND LIQUIDS.

Steero Bouillon Cubes—	
Per tin, 100 cubes.....	1.70
" 50 cubes.....	90
Per doz. tins, 12 cubes each.....	2.75
Ameko Clam Bouillon—	
7-oz. bottles, 1 doz.....	2.00
14-oz. bottles, 1 doz.....	3.75
Liebig's Oxo Cubes—	
12 4s, 10c. size .....per doz.	.85
12 10s, 25c. size..... "	2.00
Cans, 100 cubes.....per 100	1.65
Armour's Beef, Clam and Chicken Cubes—	
Small boxes, 12 cubes, 1 doz.....	2.50
Medium boxes, 50 cubes.....per tin	.90
Large boxes, 100 cubes ..... "	1.70
Armour's Cuocentrated Bouillon—	
Jars, size 2, 1 doz.....	3.50
" 4, 1 doz.....	6.75
" 8, 1 doz.....	13.00
" 16, ½ doz.....	25.00
Armour's Tomato Bouillon—	
Bottles, size 4, 1 doz	2.50
" 12, 1 doz	6.50
" 5 .....per bottle	3.00
Fancy jugs, size 2.....per jug	1.25

EXTRACT OF BEEF.

Armour's Solid Extract of Beef—	Per doz
Jars, size 2, 1 doz.....	4.45
" 4, 1 doz.....	8.20
" 8, 1 doz.....	15.90
" 16, ½ doz.....	29.75
Armour's Fluid Beef Extract—	
Bottles, size 4, 1 doz	5.00
" 8, 1 doz	9.00
" 16, ½ doz	17.00

FLOUR.

	Per bbl.
Ceresota.....	7.10
King Mldas	7.75
Gold Medal.....	7.10
Millbourne.....	7.10
On Top	7.55
Pillsbury's Best.....	7.10
Semper Idem	6.40
Pride of the West.....	6.40
Sunbeam	6.30
Bridal Veil.....	7.10
Quaker.....	6.75
Blue Seal.....	6.50
Sunny White	7.55
Crocker's Best.....	6.90
Duluth Imperial.....	6.85

Prepared Flours.

Priscilla Prepared Doughnut, Cake, Gingerbread and Tea Biscuit Flour—	Per case
3 doz. 14-oz.....	1.44
2 doz. 28-oz.....	2.40
(Either straight or assorted cases)	

Self-Raising Flour.

Hecker's Buckwheat, medium, 12s.....	1.50
" Flap Jack Flour, 18s.....	1.42½
Uncle Jerry Buckwheat, 36 8s	2.75
" Pancake, 36 2s.....	2.60

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Presto, 18 pkgs.....	1.55
Aunt Jemima Buckwheat, 18s.....	1.45
" Pancake, 18s	1.45

PEAS, BEANS AND LENTILS.

	Per bushel
Beans—	
California Lima, fancy, bags .....per lb.	.05¾
New York State Marrows, new, bags about 2½ bushel.....	4.60
Michigan Pea, new, bags about 2½ bushel...	3.25
Red Kidney, fancy, new, grain bags about 2½ bushel.....	3 95
Peas—	
Scotch, domestic, bags about 2½ bushel.....	2.90
Yellow, split, domestic, 1 bushel bags.....	3.55
Lentils—	Per lb.
000000, 100-lb. bags	.....
Less quantity	.....

FARINACEOUS GOODS.

	Per 100 lbs.
Corn Meal—	
White Cream Table Meal, 100 lbs.....	2.15
Lea's, yellow, granulated, 100 lbs.....	2.15
" " fine, 100 lbs.....	2.10
Western, yellow, granulated, 100 lbs.....	2.05
" " table, 100 lbs.....	2.00
Farina—	
Hecker's Cream, 18 pkgs	1.50
Shaker Corn—	
Fancy, bbls.....	.....
Less quantity	.....
Hominy—	
Lea's Grits, 24 2s .....per case	1.80
Pearl, 100-lb. bags.....per bag	2.05
Grits, 100-lb. bags ..... "	2.20
Ralston Hominy Grits, 36 2s (2 pkgs. free with every case)	.....
Barley—	
No. 2, 100-lb. bags.....	3.30
No. 3, 100-lb. bags.....	3.30
Oatmeal—	
B, bbls.....per bbl.	7.40
B, 100 lbs.....per keg	3.85
Rolled Oats—	
Avena, 180 lbs.....per bbl.	7.25
" 90 lbs.....per keg	3.75
" 90 lbs .....per sack	3.50
Tapioca—	Per lb.
Dromedary, 36 pkgs.....per case	2.50
Instantaneons, 50 1s..... "	4.00
Colburn's Hasty, 36 pkgs.....per doz.	.85
Pearl, fancy, loose	.04¼
Flake.....	.06¼
Minute, 3 doz.....per case	2.75

CEREAL SPECIALTIES.

	Per case
Ralston Wheat Food, 18s, large	2.25
" " 18 pkgs., small.....	1.45
Egg-O-See, 36 pkgs.....	1.75
E-C Corn Flakes, 36 pkgs.	1.75
Mapl-Wheat Flakes, 24 15c. size.....	2.70
" " 36 10c. size.....	2.80
Mapl-Corn Flakes, 36 pkgs.....	2.80
Washington Crisps, 24 pkgs.....	1.85
Washington Wheat Flakes, 24 pkgs	1.85
Postum Cereal—	
1 doz. small and ½ doz. large pkgs.....	2.50
1 doz. large pkgs.....	2.25
2 doz. small pkgs	2.70
3 doz. large pkgs.....	6.75
Instant Postum—	
2 doz. 4-oz. tins	5.40
½ doz. 8-oz. tins and 1 doz. 4-oz. tins	5.00
1 doz. 8-oz. tins.....	4.50
Grape Nuts—	
2 doz. 1-lb. pkgs	2.70
Post Toasties—	
3 doz. popular size.....	2.70
Post Tavern Porridge—	
2 doz. 15c. size	2 80
3 doz. 10c. size	2.80
Krinkle Corn Flakes—	
2 doz. 15c. size.....	1.75
3 doz. 10c. size.....	1.75
Shredded Whole Wheat, 36 pkgs	3.60
Cream Wheat, 36 pkgs.....	4.50
Triscuit, 18 pkgs.....	1.80
Wheatena, 36 pkgs.....	4.50
National Oats, 18s, tubes.....	1.45
Malted Breakfast Food, 36 2-lb. pkgs	4.40
" " 18 2-lb. pkgs	2.20
Kellogg's Toasted Corn Flakes, 36 pkgs.....	2.80
" Wheat Biscuits, 36 pkgs....	3.30
" " 18 pkgs....	1.65
" Wheat Flakes, 24 pkgs.....	1.80
Quaker Oats Co., The—	
Oaten Goods—	
Quaker Oats, regular, 36s.....	2.90
" large, reg. asst., 20s.....	4.85
" " no china, 20s.....	4.00
" tins, 36s.....	4.20
Quaker Oatmeal, steel cut, 24s.....	2.90
Old Fashion Scotch Brand Oatmeal, 24s...	2.90
Mother's Oats, regular, 36s.....	2.90
" large, reg. asst., 20s.....	4.85
" " no china, 20s.....	4.00
" " aluminum asst., 20s	4.85
Royal Seal, 36s	4.20
Mother's Steel Cut Oat Meal, 24s.....	2.90
Corn Goods—	
Quaker Cornmeal, yellow or white, 24 2s..	1.80
" " family, 10s	1.80
Quaker F. S. Hominy, pearl or gran., 24s	1.80
" " 10s	1.80
Mother's Hominy, pearl or gran., 24s.....	1.80
" " 10s.....	1.80
Wheat Goods—	
Quaker Cracked Wheat, 24s	2.80
Pettijohn's Breakfast Food, 18s.....	2.15
Quaker F. S. Farina, 24s.....	1.50
Saxon Wheat Food, no china, 24s	2.90
Mother's Wheat Hearts, 18s.....	2.00
Flaked and Puffed Goods—	
Quaker Corn Flakes, 36s.....	.....
Corn Puffs, 36s.....	4.30
Puffed Rice, 36s.....	4.30
" Wheat, 36s	3.45
Mother's Corn Flakes.....	.....

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Sundries—	
Quaker Breakfast Biscuit, 24s.....	2.70
Apetizo, 24s	2.90
Quaker Whole Wheat Flour, 10s.....	2.40
Schumacker XXX Graham, 10 10s-20 5s..	3.55
Scotch Brand Pearl Barley, 24s.....	1.80
Holland Rusk—	
36 pkgs.....	2.85
60 pkgs.....	4.75
144 pkgs.....	3.60
Freihofer's Bread Crumbs, 1 lb	.06
" Unsweetened Zwiebach..	.08⅓

GELATINE AND PREPARED DESSERTS.

	Per doz.
Knox Plain Sparkling Gelatine, 2 qt.	1.20
" Acidulated Gelatine, lemon flavor, 2 qt.	1.20
Cox's, instant, powdered, large.....	1.45
" " " small	.90
" " " large, gross.....	17.25
" " " small, gross.....	10.80
Plymouth Rock, pink or white.....	1.17½
Nelson's, large.....	1.50
Bromangelon, assorted, 3 doz.....	.87½
Jellycon, assorted flavors, 2 doz.....	.85
Chalmer's Shredded Gelatine, 10c. size—	
Per doz	.95
Per gross.....	11.25
5 gross lots, with ¼ gross free .....per gross	11.00
Chalmer's Shredded Gelatine, 5c. size—	
Per doz	.45
Per gross.....	5.25
Chalmer's Granulated Gelatine, 15c. size—	
Per doz	1.20
Per gross.....	13.80
5 gross lots, with ¼ gross free.....per gross	13.50
Mother's, small, 1 doz	.45
" large, 1 doz.....	.88
Cooper's, 1 doz	88
Tryphosa	.87½
Puddine, assorted, 2 doz.....per case	1.60
Minute Gelatine, 3 doz.....per case	3.25
Jello, the dainty dessert—	Per case
Assorted, 3 doz.	2.70
Straight flavors, 3 doz.....	2.70
Jello Ice Cream Powder—	Per case
Assorted, 3 doz.	2.70
Straight flavors, 3 doz.....	2.70
Lipton's Jelly Tablets (not a powder), Fruit Flavors: Raspberry, Strawberry, Orange, Lemon, Vanilla, Black Currant; Wine Flavors: Port, Sherry, Madeira...per doz.	.90

POPPING CORN.

Bradshaw Co.—	
Brad's Tip-Top, 24 10-oz. pkgs.....	90
" 50 10-oz. pkgs.....	1.85
" 100 10-oz. pkgs.....	3.25
" 24 20-oz. pkgs.....	1.75
" 48 20-oz. pkgs.....	3.25
Brad's "I-X-L," 40 16-oz. pkgs.....	2.25
White Rice, shelled, sacks about 150 lbs 03½-.04	
The Albert Dickinson Co.—	
Snow Ball, 40 1-lb. pkgs.....	2.00
Santa Claus, 100 10-oz. pkgs.....	2.75
" 50 10-oz. pkgs.....	1.45
Yankee, 100 12-oz. pkgs.....	3.00
" 50 12-oz. pkgs.....	1.60

MACARONI.

Imported Best Bordeaux.

	Per lb.
Long, 25 1s.....	.....
Short, 25 1s.....	.12
Cubes or Elbows, 24 1.....	.....
Spaghettl, 25 1s.....	.....
Vermicelli, 25 1s	.12
Alphabet, 25 1s.....	.12

Domestic.

	Per doz.
The Franco-American Food Co.—	
Spaghetti a la Milanaise, No. 1, 4 doz.....	.90
" " No. 2, 2 doz.....	1.35
Freihofer's—	Per lb.
Elbow Macaroni, 36 1s.....	.10
Straight Macaroni, 36 1s.....	.10
Pastels, 36 1s.....	.10
Spaghetti, 36 1s	.10
Elbow Spaghettl, 36 1s.....	.10
All styles, 10c.....	.07½
Noodles, ½ lb., 24s	.06
Fancy, long, 25 1s.....	.07¾
Cubes or Elbows, 24 1s.....	.07¾
Spaphettl, 25 1s.....	.07¾
Vermicelll, 25 1s.....	.07¾

Choicest Grades.

Macaroni, short, 25 1s.....	.08¾
" 50 ½-lb. pkgs	.04½
Cubes or Elbows, 24 1s.....	.07¾
Spaghettl, 25 1s.....	.07¾
Vermicelli, 25 1s.....	.08½

SMOKED FISH, CODFISH AND MACKEREL.

New Mackerel.

New.	Count.	200 lb.	100 lb.	50 lb.	10 lb.
Ex. Norway, No. 1	170-190	32.00	16.60	8.50	1.90
Ex. Norway, No 2	230-260	26.00	13.60	7.00	1.55
Ex. Norway, No. 3	320-360	23.00	12.10	6.25	1.45
Ex. Norway, No. 4	400-450	20.00	10.60	5.50	1.25
Ex. Norway, No. 5	550-650	14.00	7.60	4.00	.95
Fcy. Bloaters, XXX	90-110	26.00	13.60	7.00	1.55
Fcy. Shore, No. 1	150-170	22.00	11.60	6.00	1.35
Fcy. Shore, No. 2	250-260	.....	.....	.....	.....
Fcy. Shore, No. 3	300-350	.....	.....	.....	.....
Extra Irish, No. 2	300-350	18.00	9.60	5.00	1.15
Medium Irish, No. 2	350-450	17.50	9 35	4.88	1.12
Irish, No. 4	400-450	17.00	9.10	4.75	1.10
Large Cape Shore	100-125	12.50	6.85	3.63	.88
Med. Cape Shore	180-200	.....	.....	.....	.....

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Herring.

	200 lb.	100 lb.	50 lb.	10 lb.	8 lb.
Herring, large No. 1.					
Lab. Splits.....	.....	.....	.....	.....	.....
Herring, large No. 2,					
Lab. Splits.....	.....	.....	.....	.....	.....
Shore, round, large	7.50	4.35	.....	.....	.....
" " medium..	.....	.....	.....	.....	.....
Ocean Fish	.....	.....	.....	.....	.....
Salmon, red, fancy					
No. 1	18.00	9.60	.....	.....	.....
had, Mess, No. 1.....	.....	.....	.....	.....	.....
" No. 2.....	.....	.....	.....	.....	.....

Shredded Cod.

Beardsley—	Per doz.
Dime cartons, 2 doz.....	.90
Tins, Jewel, 2 doz	.90
Large cartons, 2 doz.....	2.00
Large tins, 2 doz	2.25
Dime tumblers, 2 doz.....	.90
Bulk, 15 lbs .....per lb.	.18

Thredded Cod.

"Gilt Edge," 24 pkgs.....	.80

Dressed Boneless Fish.

Favorite Cod, 40 lbs.....	.09
Our Choice, 40 lbs.....	.....
Gilt Edge, 40 lbs.....	.06½
Favorite, Middles, 60 lbs.....	.15

Dressed Fish Bricks.

Gilt Edge, 2-lb. bricks, 40 lbs.....	.07
Snow White, 1-lb. bricks, 20 lbs.	.10
Favorite, Cod, 2-lb. bricks, 40 lbs.....	.09½

Star Brand Boneless Herring.

Beardsley—	
Tins, large size, 1 and 2 doz.....	1.35
" small size, 2 doz	.90
Small tumblers, 2 doz.....	.90
Large jars, sealed, 2 doz.....	1.35

Loose Codfish.

Bank Cod, large	.08½
" medium	.08
Pollock	.....
Hake.....	.....
In original cases, 450 lbs., ¼c. less.	

Smoked Fish.

New Extra Scaled Herring.....per box	.....
Boneless Herring, fancy 10-lb. boxes....per lb.	.16
Smoked Salmon, whole fish ..... "	.30
Smoked Bloaters, 50s .....per box	.....
Finnan Haddies, 30-lb. boxes.....per lb.	.....

FRESH FISH.

	Per lb.
Halibut.....	-.12
Bass Native	.....
Salmon, fresh	-.18
Eastern Cod	-.08½
Croakers	-.03
Large Hake	-.06
Haddock	-.06
White Cat Fish.....	-.14
Red Cat Fish.....	-.12
Spanish Mackerel.....	.....
Snappers	- 12
Eels.....	-.12
Rock Fish.....	.16 -.18
Lobsters.....	-.25
Flounders.....	-.05
Large White Perch.....	-.14
Sea Bass.....	-.05
Blue Fish.....	-.12
Porgies.....	-.06
Fresh Mackerel .....each	-.35
King Fish.....	-.10
Weak Fish	.05 -.08
Butter Fish.....	-.05
Shad, Delaware, Roe .....each	.....
" " Buck..... "	.....
Fresh Herring..... "	.....
Steak Fish ½c. per lb. additional.	

OYSTERS.

Absecons, Primes.....	8.50	- 9.00
" Culls.....	4.00	- 4.50
Tuckerton, Primes.....		9.00
" Culls.....		4.50
Cove, Primes.....	9.00	- 10.00
" Culls.....	4.50	- 4.75
Blue Points		- 6.00
Rockaway .....bbls.		- 5.50
" .....boxes		- 5.75

CLAMS.

Pickert's, cans, No. 1.....per doz.		1.00
" " No. 2..... "		1.45
Clams.....per M	7.50	- 9.50
Necks..... "	5.00	- 6.00

SARATOGA CHIPS.

	Per lb.
Barrels, 30 lbs	.20
Cases, 17 lbs.....	.20
" 16 1-lb. cartons	.20
" 30 ½-lb. cartons	.20
10c. size .....per doz.	1.00

SEEDS.

Caraway. .....per lb.	.12½-.13
Celery..... "	23 -.25
Poppy..... "	.17 -.18
Canary, bags.	-.08
Rape, bags	.13
Hemp, bags.....	.04½
Millet, 50 lbs.....per bush.	.50

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DRIED FRUITS.

Domestic.

	Per lb.
Apples, Evaporated—	
Choice, 50 lbs	.08¼
" 25 lbs	.08½
" 48 pkgs	.08¾
Apricots—	
Knighthood, 10-lb. boxes	.17
Red Star, fancy	.17
Dos Palmos, choice	.09½
" crown slabs	.08½
" standard	.09¼
Cherries—	
California, Royal Ann, pitted, 25 lbs	.....
Eastern, pitted, 25 lbs	.16¾
Pennsylvania, red and black, pitted, 25 lbs.	.16
Peaches—	
Jumbo, Yellow, 25 lbs	.09½
Fancy Muirs, 50 lbs	.07¼
Choice Yellow, 50 lbs	.06
Extra choice Muirs, 50 lbs	.06¼
Choice Muirs, 25 lbs	.05¾
Pears—	
Del Monte, extra fancy, 25 lbs	.....
" fancy, 25 lbs	.....
Fancy California Bartlett, 25 lbs	.15
Plums, pitted—	
Fancy Red, 25 lbs	.11¾
Nectarines—	
Extra choice, 25 lbs	.....

Foreign.

Citron, 10 lbs.	.16¼
Orange Peel, 10 lbs.	.12
Lemon Peel, 10 lbs.	.12
Currants—	
Valca, 40 pkgs.	.10¾
Crystal, fancy, 40 pkgs	.08½
Admiral, 30 lbs., loose	.08
Dates—	
Dromedary, 36 pkgs.....per case	2.80
Valca, pitted, 30 pkgs.	.11
Unpitted, 30 10c. pkgs	.07¼
Fard, 12 lbs	.09½
Hallowee, 70 lbs	.07⅝
Figs—	
Smyrna, 7 crown, 14 lbs	.14
" 6 crown, 14lbs	.13
California, 12 pkgs.....per box	.65

PRUNES.

California, Knighthood brand, 50-lb. boxes—	
40–50	.09⅛
50–60	.08⅝
California—	
40– 50, 25-lb. boxes	.09½
50– 60, "	.09
60– 70, "	.08½
60– 70, 50-lb. boxes	.....
90–100, "	.07

RAISINS.

California Clusters—	
Fancy Clusters, 20 pkgs.	.....
Clusters, Imported—	Per box
Extra Desserts, 20 pkgs	3.00
Connoisseur, 20 pkgs.	2.75
California Seedless—	Per lb.
Thompson, 50 lbs	.08⅜
Sultana, fancy, 50 lbs.	.07⅞
California, Loose—	
Muscatels, 4 crown, 50 lbs	.07⅝
" 3 crown, 50 lbs	.07¼
Valencias—	
Rogers, Imported Ondara Layers, 28 lbs.	.....
Fancy Ondara Layers, 28 lbs	.08¼
Seeded—	Per pkg.
Knighthood, 36 pkgs	.08¾
Owl, fancy, 36 pkgs	.08
Seedless—	
Not-a-Seed, 36 pkgs	.09⅜
Valca, Thompson, 40 1s	.09
Crystal, 40 pkgs	.08

COCOANUT.

	Per case
Dromedary—	
48 ¼-lb. pkgs	3.25
24 ½-lb. pkgs	3.00
12 1-lb. pkgs	2.75
48 ⅜-lb. pkgs	1.80
24 ¼-lb. pkgs	1.75
12 ½-lb. pkgs	1.65
Dunham's—	Per lb.
¼-lb pkgs., 15-lb case	.29
¼ and ½-lb. pkgs., 15-lb. case	.28½
Baker's Premium—	Per case
120 5c; pkgs	4.40
60 5c. pkgs	2.20
30 10c. pkgs	2 10

HORSERADISH.

	Per doz.
Diamond cut glass, 2 doz	.85
Milleman's, No. 8 bottles, 2 doz	.82½
Schramm's, large tumbler, 2 doz.	.65
Sherbert glass, 2 doz	.45

INK.

Arnold's, black, 32.....per bottle	.50
Continental, red, 1 doz	.32½
" black, 3 doz.....per box	.67½
" Writing Fluid.....per qt.	.50
Royal, black, 3 doz	.25
Stafford, Commercial, 32	.60
Thaddeus Davids Co.—	
Electro Chemical Writing Fluid.....per qt.	.65
Square, Oriental Red, 2 oz., 1 doz...per doz.	.40
" Green, Blue or Violet, 2 oz., "	.40
" Magic Black, 2 oz., 1 doz... "	.40
" Electro Chemical, 2 oz., 1 doz. "	.40
Letterine, show card ink, 2 oz., all colors "	1.00

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LAMP GOODS.

	Per case of 6 doz.		
Lamp Chimneys—	No. o.	No. 1.	No. 2.
Macbeth, Pearl Top	4.20	4.50	5.10
Sun, Crimp, Lustre brand	3.00	3.60	4.50
Electric, No. 2.....per doz.			.75
" " 1llm		"	.75
Rochester, "		"	.75
" " 12 inch		"	1.25
Success, No. 1, 10 inch		"	.90
" " 12 inch		"	1.25
No. o, Tubular Lantern Globes .....5 doz.			2.75
Cold Blast .....5 doz.			3.25
		No. 1.	No. 2.
Jumbo Chimneys, plain.....per doz.		.75	.85
" dec., 207.. "		.90	1.00
	No. o.	No. 1.	No. 2.
Banner Burners	.40	.50	.70

No charge for packages

Oil Cans—	Per doz.
1 gal., glass	2.25
1 gal., galvanized, Pearl	1.75
5 gal., Lennox, spout	5.50
5 gal., " splgot	6.00
5 gal., Columbia	7.00
5 gal., Banner	8.00
5 gal., Climax, pump	10.00
5 gal., Home Rule, pump	12.00
Lanterns—	
No. o, Standard	4.00
No. o, Dash	7.50
Cold Blast	7.50
Nu Stylie Lanterns	8.50

LYE AND POTASH.

	Per case
Banner Lye—	
Cass of 4 doz	3.45
Case of 2 doz	1.80
Babbitt's Lye, 4 doz	3.50
" 2 doz	1.80
Lewis' Lye	3.25
Red Seal, sifting top cans, 4 doz	3.75

MATCHES.

Safe Home, No. 5, 100 boxes, 1 case	3.60
" " " " 5 case	3.50
Bird's Eye, " " 1 case	3.50
" " " " 5 case	3.40
Search Light, D. D., No. 5, 1 gross, 1 case	4.85
" " " " 5 case	4.60
Crescent, No. 5, 1 gross, 1 case	4.50
" " " 5 case	4.25
Blue Hen, No. 2, " 1 case	1.85
" " " 5 case	1.75
Coast, No. 1, 3 gross, 1 case	2.85
" " " 5 case	2.70
" " 5 gross, 1 case	4.75
" " " 5 case	4.50
Globe, " 3 gross, 1 case	3.00
" " " 5 case	2.85
" " 5 gross, 1 case	5.00
" " " 5 case	4.75
Dorlc, " 1 gross, 1 case	1.15
" " " 5 case	1.10
" " 5 gross, 1 case	5.50
" " " 5 case	5.25
Monument City, No. 1, 1 gross, 1 case	1.05
" " " 5 case	1.00
" " 3 gross, 1 case	3.00
" " " 5 case	2.85
Lord Baltimore, " 1 gross, 1 case	1.05
" " " 5 case	1.00
" " 3 gross, 1 case	3.00
" " " 5 case	2.85
" " 5 gross, 1 case	5.00
" " " 5 case	4.75
New Fast Mail, " 1 gross, 1 case	1.10
" " " 5 case	1.05
" " 3 gross, 1 case	3.15
" " " 5 case	3.00
" " 5 gross, 1 case	5.25
" " " 5 case	5.00
Search Light, " 5 gross, 1 case	5.25
Strike on Box—	
Vulcan, No. 37, gross	.50
" " 50 gross	.45
Home, 5 gross	.40
" 25 gross	.40

MINCE MEAT.

	Per case
None Such—	
¼ gross	2.70
½ gross, with 3 pkgs. free	5.40
Atmore & Son—	Per lb.
Celebrated Seedless—	
Quarters, 110 lbs	.09¼
Barrels and halves, 400 and 250 lbs	.09¼
Wooden pails, 20, 40 and 68 lbs	.09½
Keystone—	
Quarters, 110 lbs	.08
Barrels and halves, 400 and 250 lbs	.08
Wooden pails, 20, 40 and 68 lbs	.08¼
Condensed, cartons.....3 doz. to case	2.70
" " .....6½ doz. to case	5.40
Extra family—	
Barrels, halves and quarters	.13
Wooden kits, 20, 40 and 68 lbs	.13½
Armour's—	
Veribest, Concentrated—	Per doz.
1½-lb. pails, 2 doz	2.40
3-lb. pails, 1 doz	4.25
Veribest, Moist—	Per case
Quart jars, 1 doz	5.50
" ½ doz	3.00
	Per lb.
Canakins, 10 lbs	.13½
" 20 lbs	.13
" 40 lbs	.12½
Homemade Style, Moist—	
Kits, 10 lbs	.11¼
" 25 lbs	.10¾
" 50 lbs	.10½
Schimmel's—	
Barrels, halves and 30-lb. kits	.08
18-lb. canakins	.08½

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National—	
18-lb. canakins	.07¾
30-lb. pails	.07¼
Brick's Nonparell Brand—	
Barrels 440 lbs., halves 250 lbs., quarters 125 lbs., eighths 65 lbs	.09½
Tubs, 70, 35 and 18 lbs	.09½
Charge for packages as follows: 70 lbs. 60c., 35 lbs. 40c., 18 lbs. 25c. Returnable if in good order.	
Brick's Old Homestead—	Per lb.
Barrels, 28-lb. pails, etc.	.08
35 and 18-lb. tubs	.08½

Packages not returnable.

LIME.

	Per lb.
Chloride, Acme, sifting, 25-lb. boxes	.05¼
" " " 3-box lots	.05
" Banner, sifting, 25 1s	.06½

OILS.

	Per gal.
Stove Gasolene	.....
Headlight, 150 test	.....

OLIVES.

	Per doz.
Extra Queen—	
Imported, No. 10, 2 doz	1.40
" No. 19, 1 doz	4.25
" No. 32, 1 doz	6.50
" No. 8, 4 doz	.90
Stuffed—	
Ring, 4 doz	.90
Fancy, No. 15, panel bottle, 2 doz	2.15
" No. 10, panel bottle, 2 doz	1.40

Olives in bulk—	1-gal. pails.	2-gal. pails.	5-gal. kegs
X	1.30	2.45	5.30
XX	1.45	2.60	5.75
XXX	1.50	2.70	5.70
XXXX	1.60	2.90	6.10
Mammoth	1.95	3.50	7.70
Pails, large, 1 gal.			1.85

PURE OLIVE OIL.

	Per case
Finest Sublime Lucca Olive Oil—	
25-oz. bottles	8.00
Large bottles	6.00
Medium bottles	6.50
Small bottles	4.25
⅛-gal. tins, 5 gal	15.25
¼-gal. tins, 10 gal	27.00
½-gal. tins, 10 gal	25.50
1-gal. tins, 10 gal	24.50
Sublime Lucca Olive Oil—	
⅛-gal. tins, 5 gal	14.20
¼-gal. tins, 10 gal	25.00
½-gal. tins, 10 gal	23.50
1-gal. tins, 10 gal	22.50

(Bulk oil is packed in cases of 10 gal. each. For less quantity than an original case add 10 cts. per gal.)

Trois Croix, French, 8 ½-gal. cans	12.00
Beech Nut—	Per doz.
Bottles, 32-oz	14.00
" 24-oz	10.50
" 16-oz	7.75
" 8-oz	4.25
" 4-oz	2.80
Pompeian Olive Oil—	Per gal.
Full measure tins, gallon	2.70
" " half-gallon	2.75
" " quart	2.80
" " pint	2.90
" " half-pint	3.00
Normanna Olive Oil—	Per gal.
1 gallon	2 80
½ " 2 tins	2 90
¼ " 4 tins	3.00
⅛ " 8 tins	3 10
1/16 " 16 tins	3.20

TABLE AND COOKING OIL.

	Per doz.
Mazola (Corn Oil)—	
24 5½-oz. bottles	.90
48 5½-oz. bottles	.90
Pint cans, 24 to case	1.90
Quart cans, 24 to case	3.35
Gallon cans, 6 to case	12.60
Cottonseed, large, 2 doz	.87½
" medium, 2 doz	.75
Wesson's Cooking, 30 No. 2.....per case	6.90
Fancy, 8 cans.....per case	6.90
Loubon, large, 1 doz	1.57½
" small, 2 doz	.45

PEANUT BUTTER.

	Per doz.
Beech-Nut—	
Large	2.30
Medium	1.35
Small	.90
McLaren's—	
Small, 2 doz	.85
Medium, 2 doz	1.35
Large, 1 doz	2.25
Beardsley's—	
Acme, 14¾-oz. jars, 1 doz	2.35
10-oz. jars, 1 doz	1.90
" 6⅞-oz. jars, 2 doz	1.35
" 4¼-oz. jars, 2 doz	.90
Peanutene, No. 2 jars, 2 doz	1.85
" No. 4 jars, 3 doz	.92½

DATENUT BUTTER.

Large, 1 doz.....per doz.	2.30
Medium, 2 doz "	1.40
Small, 2 doz "	.90

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NUTS.

	Per lb.
Almonds, California, Nonpareil, paper shell, bags, about 80 lbs	.24½
Almonds, Ne Plus Ultra, bags, about 75 lbs	.20
Walnuts, No. 1, soft shell, bags, about 110 lbs.	.18
Filberts, bales, about 220 lbs	.15½
Brazils, large, bags, about 180 lbs	.09
Pecans, large, bags, about 160 lbs	.13¼
" medium	.12½
Mixed Table Nuts, 25 lbs	.14½
Peanuts, Green—	
Jumbo	.07½
Fancy, hand picked	.06¼
Virginia, choice	.05
Peanuts, Roasted—	Per bush.
Jumbo	1.80
Fancy, hand picked	1.50
Virginia, choice	1.25
Big Nickel.....100 cartons	3.75

PICKLES.

	Sour.	Dill.
Sweets—		
16 gals., 1800		14.00
32 gals., 3600		27.00
48 gals., 5400		40.00
16 gals., 2400		16 00
32 gals., 4800		31.00
48 gals., 7200		46.00
16 gals., 5000		20 00
32 gals., 10000		39.00
16 gals., 7500		58.00
Sweet Mixed—		
16 gals		12.00
10 gals		8.00
5 gals		4.25
Sour and Dills—	Sour.	Dill.
16 gals., 600	6.00	6.00
32 gals., 1200	11.00	11.00
45 gals., 1800	16.00	16.00
16 gals., 800	6.50	6.50
32 gals., 1600	12.00	12.00
48 gals., 2400	17.50	17.50
16 gals., 1200	7.00	7.00
32 gals., 2400	13.00	13.00
45 gals., 3600	19.00	19.00
Chow-Chow—		
16 gals		9.00
10 gals		6.50
5 gals		3.50
Cuban Relish—		
16 gals		11.00
10 gals		7.50
5 gals		4.00

VINEGAR.

	Per gal.
Pure Cider, 45 grain	.13
" 40 grain	.12
Distilled, 45 grain	.09
" 40 grain	.08¼
Fermented, 45 grain	.09½
" 40 grain	.09
Beech-Nut, quarts.....per doz.	2.50
" pints "	.....
" ½-pints "	.....
Crulkshank, distilled white.....per gal.	.13

PROVISIONS.

Premium Brand Hams, 8-10 lbs	.17¾
" " 10-12 lbs	.17½
" " 14-16 lbs	.16¾
" Skinned Hams	.17¾
" Cooked Hams	.25½
" Bacon	.23¼
" Dried Beef Insides	29
" Beef, knuckles	.....
Empire Brand Hams, 10-12 lbs	.16½
" Skinned Hams, 18-20 lbs	.16¼
" Picnic Shoulders	.13¾
Hams, skinback, 18-20 lbs	.15
" 14-16 lbs	.14½
" 8-12 lbs	.15½
Picnics, 6-8 lbs	.12¾
Dried Beef, sets, city smoked	.27
" tenders and knucks	.27
" air dried, sets	.27
" " tenders and knucks	27
Brisket Pork	22.25
Jersey Pork, butt.....per bbl.	20.50
" family "	22 75
Breakfast Bacon, rib in	.17
" boneless	.18
S. P. Bellies, 14 lbs. average	.12½
Bologna, 25-lb. boxes	.....
Boiled Boneless Ham	.23
Beef Tongues, smoked, 5-6 lbs.....per lb.	.20
Cooked Compressed Ham, 25-lb. boxes	.....

Covered Hams, ¼ cent extra. Covered Shoulders Picnics and Bacon, ½ cent extra.

Vogt's Baked Meatcake, 2 doz. 3½-oz. cans	1.80

SCRAPPLE.

	Per case
Vogt, Philadelphia, Liberty brand—	
2 doz. 26-oz. cans	3.60
3 doz. 12-oz. cans	2.70

LARD AND COMPOUNDS.

	Per case
Armour's Simon Pure Leaf Lard	
Small	8 23
Medium	8.23
Large	8.23
Swift's—	
Premium Pure Leaf Lard, kettle rendered	.11¾
Silver Leaf Brand Lard, kettle rendered	.10⅜
Jewel, compound	.08¾
Cotosuet	.08⅝
City Pure Lard—	
Tins, 50 lbs. net weight.....per lb.	.10¾
Tubs, net.....per lb.	.10½
No. 10 tins.....6 in crate	6.75
No. 5 tins.....12 in crate	6.82
No. 3 tins.....20 in crate	6.90
Compound—	Per lb.
Tierces and tubs, about 340 lbs	.08
60-lb. tubs	.08⅛
10-lb. tin pails, 60 lbs	.09⅜
5-lb. " 60 lbs	09¾
3-lb. " 60 lbs	.09⅞

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DRESSED MEATS.

City Dressed Stock—	Per lb.
Steers	.11½-.13½
Heifers	.10½-.13
Cows	.08 -.12
Veal Calves	.14 -.15
Extra Calves	..... -.16
Southern and Barnyards	.10 -.12
Country Dressed	.13 -.14
Extras	..... -.15
Sheep	.12 -.13
Extra Wethers	..... -.14
Lambs	.18 -.19
Extra Lambs	..... -.20
Hogs	..... -.....

BUTCHERS' SUNDRIES.

Fresh Steer Tongues, each		-.80
Cow Tongues		-.60
Calf Heads, scalded	.50	-.75
Sweetbreads, veal, per pair	.75	-.80
" beef, per lb.	.25	-.30
Calf Livers "	.25	-.30
Beef Kidneys, per doz.		z.25
Beef Livers		.10
Oxtails, per doz.		1.20
Hearts, beef, per lb.		.05
Rolls, beef		16.00
Tenderloin, beef, western		.22
Fresh Pork, loins, city		.15
" " western		-.15

DRESSED POULTRY.

Turkeys—	Per lb.
Western, young hens, 8 to 10 lbs	.21 -.23
" young toms, 15 to 17 lbs	.22 -.23
Old hens and toms	.20 -.21
Common to good	.15 -.18
Broilers—	
Philadelphia, fresh killed, 3 lbs. and under to pair, fancy	.40 -.42
Philadelphia, fresh killed, 3½ to 4 lbs. to pair	.40 -.42
Philadelphia, fresh killed, 3 to 3½ lbs. to pair, fancy	.40 -.42
Fowls—	
Western, fancy, heavy	.17 -.18
Heavy Roasters, 4 to 5 lbs	.21 -.22
Fair to good	.17 -.18
Old cocks	.14 -.15
Squabs—	Per doz.
Prime, large, fancy	4.00-4.50
Mixed	3.00-3.50
Dark	1.75-2.00

LIVE POULTRY.

Spring Chickens, nearby, 1½ to 2 lbs.	.28	-.32
Large Springers	.20	-.22
Fowls	.16	-.17
Roosters	.12	-.13
Ducks, young	.15	-.16
" old	.14	-.15

PRESERVES, JELLIES, JAMS AND MARMALADES.

Jellies—	Per doz.
Ritter's, pure	.95
Fruit jelly, apple flavor, 30 lbs. full weight, per pail	1.05
Schimmel's, 8-oz. tumblers	.80
National, 16 oz., 2 doz.	.87½
" 3-lb. tins, net weight	1.95
Preserves—	Per lb
Schimmel's, pure, 12-oz. jars, 2 doz. per doz.	2.60
National, 30-lb. pails	.09½
Southwark, 30-lb. pails	.07
" 3-lb. toy pails, per doz.	3.05
Jams—	
Schimmel's, pure, 12-oz. jars, 2 doz.	1.60
Southwark, assorted, jars, 2 doz	.90
Orange Marmalade—	
Hartley's, imported, 4 doz.	1.90
Schimmel's, pure	1 50

Beech-Nut Brand Conserves—

	Per doz., in glass		
Jams—	Large	Medium	Individual
Strawberry	3.25	2.00	1.10
Red Raspberry	.....	1.80	1.00
Blackberry	.....	1.80	.....
Peach	.....	.....	.....
Cranberry Sauce	2.25	1.40	.80
Concord Grape	2.40	1.50	.90
Plum	.....	.....	.80
Fig	2.35	.....	.....
Spiced Plum	2.25	1.40	.80
Damson Plum	2.25	1.40	.....
Jellies—			
Red Currant	3.00	2.80	1.00
Black Currant	3.00	2.80	1.00
Quince	3.00	1.80	1.00
Grape	2.40	1.50	.90
Crab Apple	2.35	2.50	.90
Apple (Spitzenberg)	2.25	1.40	.80
Guava Jelly	.....	2.80	.70
Preserves—			
Pineapple (shredded)	3.00	1.80	1.00
Cherry	3.50	2.10	.....
Marmalades—			
Orange, sweet	2.25	.....	.....
Grape Fruit	2.25	1.40	.80
Rhubarb	2.25	.....	.....
Bitter Orange	2.20	2.35	.80

Large jars packed one dozen, medium two dozen and individual three dozen per case.

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Fruit Butters—	Per doz.
Apple, Southwark, 30 lbs, per pail	1.15
" " full 5-lb. slip cover tins, ½ doz, per case	1.60
" Schimmel's, 30-lb. pails, per lb.	.06¾
" " 3-lb. slip cover tins, 2 doz, per doz.	2.60
" " 2¾-lb. stone jars, cloth top, ½ doz, per doz.	2.90
" " 40-oz. stone crock, glass top, ½ doz, per doz.	3.25
" Mother Cook's, No. 14, 2 doz, doz.	.90
Peach, 30-lb. pails, per lb.	.07½

DRUGS.
Family Medicines.

Guaranteed full U. S. strength

	5c. sz.	10c. sz.	25c. sz.
Castor Oil	.45	.85	1.95
Sweet Oil	.40	.85	2.95
Spirits Nitre	.45	.85	1.95
Spirits Camphor	.....	.85	2.95
Spirits Painters' Commercial	.45	.85	2.95
Paregoric	.45	85	1.95
Glycerin	.45	.85	1.95
Syrup Squills	.45	.85	1.95
Syrup Rhubarb	.45	.85	1.95
Syrup Ipecac	.45	.85	2.95
Turlington Balsam	.....	.75	2.95
Golden Tincture	.45	.85	1.95
Tincture Arnica	.45	.85	2.95
Balsam de Malta	.45	.85	1.95
Bateman Drops	.45	.85	1.95
Godfrey's Cordial	.45	.85	1.95
Turpentine	.45	.85	1.95

5 per cent. discount in gross lots assorted.

Alum, per lb.		.05
Borax, powdered, bulk	"	.07
" lump, bulk	"	.06½
Butter Color, W. & R., per doz.		2.00
Bluestone, bulk, per lb.		.12
Copperas "		.02½
Camphor, gum, 1-oz. blocks "		.70
" flakes, 250-lb. bbls "		.14
" " less quantity "		.15
" Tar Balls, 250-lb. bbls "		.12
" " less quantity "		.14
Castoria, Fletcher's, per doz.		2.80
" Pitcher's "		.80
Carbonate of Ammonia, per lb.		.13
Epsom Salts, in barrels "		.02⅛
Glauber Salts "		.02½
Glue, ordinary "		.11
" white "		.20
Gum Arabic "		.50
Haarlem Oil, per doz.		.40
Husband's Magnesia "		2.90
Jamaica Ginger, Hires', flasks "		.90
Licorice, P. & S., 5c. stick, imported "		.36
" M. & R., 5-lb. boxes, per lb.		.23
" " lozenges, 5-lb. boxes "		.27
" 48, 60, 80, 120, 160, 5-lb. boxes "		.24
" root "		.12
Putty, 25-lb. cans, per 200 lbs.		1.57½
" 50-lb. cans "		1.47½
Petroleum Jelly, screw top, 5c. size, per doz.		.35
" " 10c. size "		.75
Paris Green, 200-lb. kegs, per lb.		.27
" ¼-lb. pkgs., 50 lbs. "		.22½
" ⅛-lb. pkgs., 50 lbs. "		.21½
" 1-lb. pkgs., 50 lbs. "		.20
Rosin "		.04⅛
Roach Powder, BB, 4-oz. cans		2.00
" " 10c. size, per doz.		.80
Roachsault, 10c. size, per doz.		.80
Saltpetre, crystal, about 350-lb. bbls, per lb		.14½
" granulated, about 100-lb. kegs "		.14¾
Sulphur, flour, 275-lb. bbls, per 100 lbs.		2.50
" 100-lb. bags		.02¾
" less quantity, per lb.		.03
Venetian Red "		.02
Whiting "		.02

Goff's—	Per doz.
Cough Syrup, 25c. size	2.00
Herb Bitters, 25c. size	2.00
Oil Liniment, 25c. size	2.00
Kidney Pills, 50c. size	4.00
Worm Syrup, 25c. size	2.00
Herb Pills, 10c. size	.80
Iron Glue, McCormick & Co.—	
No. 5	.45
No. 10	.85
Tube V	.75
McCormick & Co., Bee Brand—	
Insect Powder, 25c. size	2.00
" BB, 10c. size	.85
Root Beer	.80
Talcum Powder	2.50
Triangular Quinine	.80
Quinine Capsules	.80

Druggists' Sundries.

Acid Phosphate, Horsford's, 8 oz, per doz.		4.00
Bath Brick, 25 in box, per box		.60
Sealing Wax "		.03
Silver Sand, per bbl.		1.20
Tar, pts, per doz.		.....
" qts "		.....
" gals, each		.....
" ½ bbls "		.....
" bbls "		.....
McCormick & Co.—		
Jockey Animal Food, 3 doz. 1-lb. pkgs. and premiums, per case		4.50
U. S. Nerve and Bone Liniment, 25c. size		2.25
McCord's Magic Medicine, 25c. size		2.00
" " 50c. size		4.00
McCormick's Tasteless Chill Tonic, 25c. size		2.00
" " 50c. size		4.00
Reliable Brand Headache Powders, 10c. size		.80
Borax, 20-Mule Team—		
48 1-lb. cartons		4.80
72 20-oz. cartons		4.80
96 ¼-lb. cartons		3.20

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Extracts and Essences.

McCormick & Co., Bee Brand—	Per doz.
Vanilla, No. 2 size	.90
" No. 4 size	2.25
Rose, No. 2 size	2.25
" No. 4 size	2.75
Pistachio, No. 2 size	.90
" No. 4 size	2.25
Almond, Apple, Apricot, Peach, Pear, Pineapple, Raspberry, Strawberry, No. 2 size	.90
No. 4 size	2.25
Lemon, No. 2 size	.90
" No. 4 size	2.00
Orange, No. 2 size	.90
" No. 4 size	2.00

Crescent Manufacturing Co., Seattle—	Per doz
Mapleine Flavoring, ½ oz.	.90
" " 1 oz.	1.75
" " 2 oz.	3.00
Crescent Brand, bottles, ½ oz.	.90
" " 1 oz.	1.75
" " 2 oz.	3.00
" " 4 oz.	5.25
" " 8 oz.	9.00
" " pints	16.50
" " quarts	30.00
" " ½ gallons	5.00
" " gallons	9.50

Sauer's Flavoring Extracts—

	Pts.	Qts.	½-Gal.	Gal.
No. 2, Lemon				.90
No. 2, Vanilla				.90
No. 2, Rose				1.20
No. 2, assorted				.90
No. 3, Lemon				1.25
No. 3, Vanilla				1.50
No. 4, Vanilla				2.25
No. 4, Lemon				2.00
No. 2, assorted cases, per gross				10.80
Nos. 2 and 4, assorted cases "				11.80
F. F. V. Vanilla	2.00	3.75	7 25	14.00
XXX	1.75	3.25	6.25	12.00
XX	2 50	2 75	5.25	10.00
X	1.00	2.00	4.00	8.00
Lemon	1.00	2.00	3.50	6.75
Ginger, Clove, Peppermint, Cinnamon	2.00	1.60	3.00	6.00
Almond, Orange, Nutmeg, Mace	2.25	2.25	4.00	7.50
Violet, Rose	2.50	2.75	5.25	10.00
Raspberry, Pineapple, Strawberry, Banana	2.25	2.25	4.00	7.50

Liquid Rennet and Tablets.

	Per doz.
Shinn & Kirk's Liquid Rennet	2.50
Hansen's Junket Tablets, 3 or 1½ doz	.80

CIDER.

Old Orchard, bbls, per gal.	.....
" ½ bbls., 28 gals, per ½ bbl.	.....
" kegs, 14 gals, per keg	.....

CHEWING GUM.

Adams', counter jars, 100 5c. pkgs	2.75
" boxes, 20 pkgs	.55
Gee Whiz, 72 pkgs	.50
Fleer's Chiclets, 3 lbs. bulk	1.23
Spearmint, 20 pkgs., 100 pcs	.60
Doublemint, 20 5c. pkgs	.60
Beech-Nut, carton of 5 boxes, 20 pkgs. or 100 sticks	3.10
Beech-Nut, case of 100 boxes	62.00

RICE.

B. Fischer & Co's Package Rice—	
Hotel Astor, finest, uncoated, white, whole head rice, 1 and 2½-lb. dustproof cartons	.06½
Hotel Astor, quick cooking, granulated, 1-lb. cartons	.06½
Seaboard Rice Milling Co.—	
Comet Unkoted, 2 and 2½-lb. cartons, sterilized	.06½
Comet, natural brown, 1-lb. cartons, sterilized	.06½
Comet Cereal, 1-lb. cartons, sterilized	.06½
Sola Japan Unkoted	.06 20/100
D. S. & H. Craig, Inc.—	
Imperator	.06½

SALT.

Worcester—	
Barrels, contain 280 lbs	2.50
" 60 5-lb. bags	4.00
" 22 14-lb. bags	3.75
" 30 10-lb. bags	3.75
" 115 2½-lb. bags	4.00
Irish Linen, 250-lb. bags	2.50
" 56-lb. bags	.65
" 28-lb. bags	.35
Quick Freezing Ice Cream Salt, 50 6s to the bbl., 10c. size bags list	3.00
Pretzel, 280-lb. bbls.	2.40
" 180-lb. sacks	2.55
Packing, 70-lb. cotton bags	.40
" 140-lb. cotton bags	.75
New Ivory, 24 large cartons to case	1.50

Less than 5 barrels, the list net; 5 to 9 barrels, 5 per cent. discount; 10 barrels or more, 7½ per cent. discount may be allowed.

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SALAD DRESSING.

	Per case
Durkee's, large, 1 doz	4.25
" small, 2 doz. ½ pints	2.50
Schimmel's, small, 2 doz, per doz.	.90
My Wife's, large, 1 doz. pints	2.50
" small, 2 doz. ½ pints	2.50

SAL SODA.

Barrels, 400 lbs, per 100	.75
Kegs, 150 lbs, per 100	.85
Granulated, 60-lb. boxes, per box	.65
" " 5 box lots, per box	.62½

SAUCES.

Lea & Perrins'—	Per doz.
Worcestershire, large	4.50
" small	2.50
Worcester, Campbell's, No. 8, 2 doz.	.90
North of England, No. 8, 2 doz.	.82½

SODA—BI-CARB.

	Per lb.
Babbitt's, ¼s, 25 lbs	.05½
Arm and Hammer, 1-lb. pkgs., 36 lbs	.05
" ¼-lb. pkgs., 36 lbs.	.05½
" ½-lb. pkgs., 36 lbs	.06
" ½ and ¼-lb. pkgs., 36 lbs.	.05½
" 1, ½ and ¼-lb. pkgs., 36 lbs.	.05¼
Dwight's, 2-lb. pkgs., 36 lbs	.04⅞
" ½-lb. pkgs., 36 lbs	.05⅛
" ¼ and ½-lb. pkgs., 36 lbs	.05¼
" 1, ½ and ¼-lb. pkgs., 36 lbs	.05½
112-lb. kegs	.02½
Bi-Carb	.03

SOFT DRINKS.

Clicquot Club Co.—	Per case
Ginger Ale, Sarsaparilla, Birch Beer, Blood Orange, Lemon Soda, Root Beer, 2 doz.	2.10
Charles E. Hires Company—	
Hires Household Extract, for making root-beer at home, 1 doz	1.60
Hires Carbonated, pints, 2 doz	2.00
" Ginger Champanale, 50 pints	8.00
Welch's Grape Juice—	Per case
Quarts, 2 doz	4.00
Pints, 2 doz	4.50
Half-pints, 3 doz	4.50
4-oz., 6 doz.	4.50
Half-gals., 8 bottles	4.00
Schuhle's Grape Juice, quarts, 1 doz	4.00
" " pints, 2 doz	4.50
" " ⅛ pints, 3 doz.	4.50

5 per cent. discount on 5-case lots.

Walker's Grape Juice—	
Quarts, 2 doz	4.25
Pints, 2 doz	4.75

PLUM PUDDING.

The Franco-American Food Co.—	Per doz.
Individual	.90
1 lb	3.00
2 lb	5.00
3 lb	7.25
Richardson & Robins'—	
Individual, 2 doz	.85
Round conical, with key, No. 1, 1 doz	2.25
" No. 2, 1 doz	4.20
Atmore's Philadelphia, seedless—	
Individual, 2 doz	2.90
Cans, No. 2, 1 doz	2.30
" No. 2, 1 doz	4.10
" No. 3, ½ doz	3.25
" No. 4, ½ doz	4.35

CLEANSERS AND POLISHING COMPOUNDS.

Young's Pearl Cleanser, 40 16-oz, per box	2.75
Kleenatub, ¼ gross	2.50
Electro Silicon, 1 doz, per doz.	.80
Putz Liquid, large, 3 doz, per doz.	2.50
" small "	.75
Putz Paste, large "	.65
Old Dutch Cleanser, 4 doz, per case	3.40
" " 5-case lots "	3.30
Babbitt's Cleanser, 5c. size, 100 cans	3.85
" 10c. size, 50 cans	3.85
Imperial Cleanser, 6 doz, per doz.	.45
Swift's Pride Cleanser, 50 cans	3.00
Sunbright Cleanser, 72 cans	2.75
Red Seal Cleanser, 4 doz	1.90
Bon Ami Powder, 3 doz. cans	2.50
Novelty Cleanser, Day & Frick, 40 1-lb. cans	1.60

SCOURING SOAPS.

	Per
Young's, 16 oz., 48s	1.80
Brooks' Crystal, 100s	3.80
Day's Flint Polish, Day & Frick, 40 1-lb. bars	1 50
Mineral, Wrigley, 100s	3.50
Sapolio, E. Morgan, 36s, gross	9.50
" " 72s "	9.50
Bon Ami, 36 5c. cakes	2.50
Sta-Brite, 72 cakes	3.00

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LAUNDRY SOAPS.

Brand and Manufacturer.	Description. Bars.	Lbs.	Less than 5 boxes.
Young's Pearl Borax Soap Chips	40	16-oz	3.20
Acme, Lautz	100	...	3.75
Babbitt's White Floating	100	...	3.85
" Naptha	100	...	3.90
Best, B. T. Babbitt	100	75	3.80
Borax, Pearl, Young & Co	40	40	2.80
" Naptha, Eavenson	100	br.l.	4.00
" Dreydoppel	40	40	2.70
" Novelty, Day & Frick	40	40	2.70
" Red Seal, Tomson	100	...	4.00
Big Master, Lautz	100	...	3.90
Circus, Lautz	100	...	3.75
Cream Borax, Lautz	100	...	3.90
Coal Oil Johnny	100	...	3.85
Fairy, Fairbank's	100	5ct.	4.00
" "	100	10ct.	6.75
Fels-Naptha, Fels & Co.	100	75	4.00
5-case lots			3.95
Grand Pa Wonder, Beaver Sp. Co.	50	large	3.25
" "	50	small	1.95
Gloss, Lautz	100	...	3.75
Ivory, P. & G	100	10 oz.	7.00
"	100	6 oz.	4.00
Lautz Naphtha, 10 cartons	100	...	3.90
" Master	100	...	3.75
Lenox, P. & G	100	12 oz.	3.05
Lotus, white	100	ldry.	5.20
" "	100	5ct.	3 90
Marseilles, Lautz	100	5ct.	4.00
" " laundry size	100	...	6.00
Miller's, C. Miller & Co	100	...	4.00
Miners'	100	...	3 05
Mystic White Borax	100	...	4.00
Mayer's, Elkinton	100	...	4.00
Noxal	100	7 oz.	1.50
New Process	25	...	3 80
"	30	...	3 80
Oak Leaf	100	...	3.05
Octagon, Colgate & Co	100	75	4.00
Oleine, Oxide, P. & G	72	60	3.05
" Eavenson	84	60	3.15
" Penna., Miller	60	50	1.95
" Phila., Lautz	.....	...	3.15
" Conway	60	60	3.10
" Kirk's	84	...	2.75
" Monarch, Miller	60	...	2.10
" C. & C., Globe Soap Co	60	5ct.	2.40
Ozone, Fairchild & Son	100	75	4.00
Polo, P. & G	120	...	2.40
Pound Bleacher, Day & Frick	60	...	2.65
P. & G. Naptha	100	...	3.90
Railroad	120	...	2.50
Star, P. & G.	80	...	3.20
Sunlight, twin, Lever Bros. Co	100	5ct.	4.00
Sunny Monday, Fairbanks.	100	...	4.00
Velvet, P. & G	100	...	3.90
White Flake, Kirk's	100	...	3.75
Swift & Co.—			
Arrow Borax, 100 bars			3.85
Classic White Laundry, 100 bars			3.85
Naphtha, 100 bars			3.85
Old Mill, 96 bars			2.50
Pride, 100 bars			2.85
Wool, 100 5c. bars			3.85
" 100 10c. bars			6.50
" 50 10c. bars			3.30

Five-box lots and over delivered freight prepaid to customer's nearest railroad station.

Wool Soap Chips, boraxated, 50 10c. size	3.75
" " 20 25c. size	3.75

Toilet Soaps.

Lifebuoy, Lever Bros. Co., 50 bars	2.00
" " 100 bars	3.90
Cygnet, Floating, Young & Co., 6½ oz., 50 cakes per box	8.00
A-1 Floating Castile, Lautz, 100 pkgs., 2 cakes to pkg	6.50
Castile Conti, white per bar	.75
Add five cents per lb. for Castile cut in cakes	
Elder Flower, 5⅛-oz. cakes, 1 doz. box, per gro.	4.50
Fairy, 100 cakes	4.00
Fairy, Fairbank's. 100 10c.	6.75
Glycerine Tar, Fairbank's, 100 5c.	3.75
" " 50 5c.	1.95
Glycerine, Eavenson, 50 5c. cakes per pail	2.00
Hand Sapolio, ¼ gross per gross	9.50
Lava 100 cakes	3.85
" 50 cakes	2.00
Marseilles, white, 100 pkgs., Lautz 200 cakes	4.00
" " 50 pkgs., Lautz 100 cakes	2.10
Miller's 50 cakes	1.75
Pummo, Fairbank's, 100 5c.	3.75
" " 50 5c.	1.95
Pumiss, Jergens', 100 cakes per box	3.85
" Haskin's, 36s	1.45
Sweetheart, 50 cakes per box	1.90
" 100 cakes "	3.80
Witch Hazel, 3 cakes per gross	3.60
Glycerine Tar, Fairbank's 100	3.75
Swift & Co.—	
Vulcan Pumice, 100s	3.50
" 50s	1.80
Raven Tar, 100s	3 50
" 50s	1.80
Queen Regent, 100s	3 50
" 50s	1.80
Witch Hazel, 100s	3.50
" 50s	1.80
Health Glow, Kirk's, 50 cakes	4.00
Jap Rose, Kirk's, 50 cakes	3.30
Jergens' Violet Glycerine	.75

Soap Powder

	case
Young's Pearl Borax Powder, 60 16-o	o
Gold Dust	
" 100 5c.	
Oak Leaf, 24s	
" 100s, 5c. size	
Soapine, No. 1, 36 1s	
" No. 2, 100 7-oz	
Pearline, 36 10c. pkgs	
" 100 5c. pkgs	
Red Star, Gowan's, 24s	
" " 100s, 5c. size	

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Snow Boy, Lautz, 60 5c. size	2.40
" " 48 10c. size	3.75
" " 100 5c. size	3.75
" " 24 family size	3.75
" " 20 laundry size, 6 teaspoons in each pkg	4.00
Lautz Naphtha Soap Powder 60 pkgs.	2.40
" " 100 pkgs.	3.75
Kirkoline, Kirk's, 24 4s	4.00
Grandma, 100s	3.65
Polly Prim, Scouring, 60 10c	4.20
Star Naptha, 100 5s	3.75
Miller's Powerine, 100s	4.00
Swift & Co.—	
Pride Washing Powder, 24s, large size	3.50
" " 100s, 5c. size	3.60
Sunbrite Cleanser, 60s	2 25
Fairbank's Scouring, 100 5c.	3.75
Novelty Borax, 40 1-lb. pkgs	2.40
B. T. Babbitt's 1776, 50 16-oz. pkgs.	1.90
" " 100 16-oz. pkgs.	3.75
" " 24 4-lb. pkgs	3.75
Tomson's Red Seal Soap Powder, 50 pkgs	2.00
Naptha-Borax, 100 blue pkgs., 1 to 5 boxes	4.00
Fels' Soap Powder, 100 pkgs.—	Per box
Less than 5 boxes	3.85
5 boxes or more	3.80
10 "	3.75
25 "	3.70

Fels Soap Powder can be included with drop-shipments of Fels-Naptha Soap

MUSTARD—Prepared.

	Per doz
Gulden's, No. 6, with spoon, 2 doz	1.05
Beer Mug, fancy, large size, 2 doz	.67½
Milk Jar, glass top, 2 doz	.85
Water Tumblers, glass, 6 oz., 4 doz	.37½

SPICES.

B. Fischer's Finest Spices—
Black, White and Red Pepper, Mustard, Allspice, Cinnamon, Cloves, Nutmeg, Ginger, Sage, Thyme, Poultry Dressing.
10c. tins, 4 doz. .80

McCormick & Co., Ground—	50 lb. Per lb.	6, 10, 25 lb. Per lb
Allspice	.10¾	.11
Cinnamon	.13¾	.14
"	.18¼	.18½
" Col. Cinnabar	.....	.21
" Saigon	.....	.71
Cloves	.25	.26
Cream Tartar	.....	.36
Ginger, African, Crystal	.11¼	.12
" Cochin	.14¼	.15
Mace	.....	.80
Nutmegs, ground	.....	.24
Pepper, Singapore	.17	.17
" Butchers'	.17	.17
" Red	.19	.16
" White	.25	.26
Tumeric	.09⅛	.10

Whole—	Per lb.
Allspice (Pimento), original bags	.05
" less quantity	.05½
Cinnamon, Canton, fancy	.11
" Java, thin quill, about 5-lb. rolls.	.30
" Saigon	.55
" Mandalay, stick, 48 5c. cartons	.38
Cloves, choicest Zanzibar, bags	.18½
" " less quantity	.20½
Green Ginger Root	.15
Mace, choicest Penang	.75
Nutmegs, medium	.80
" large	.81
Pepper, black, original bags	.14½
" less quantity	.16½
Pickling—	
Mixed, 6 or 10-lb. boxes	.12
Mayflower, isinglass front, 10c., 2 doz	.70
" " 5c., 4 doz	.38
Colburn's Ketchup Spice, 10c. tins, 2 doz	.82½

CORN STARCH.

Kingsford's, 48 1-lb. pkgs per lb.	.07¼
" 20 1-lb. pkgs "	.07⅞
Best, 24 1-lb. pkgs "	.03⅞
" 48 1s "	.03½
Duryea's, 40 1-lb. pkgs per lb.	.07¼
" 20 1-lb. pkgs "	.07½
Niagara, 48 1-lb. pkgs "	.05¼
" 24 1-lb. pkgs "	.05⅜
Cream, 48 1-lb. pkgs per case	3.60
Argo, 24 5c. pkgs per container	.90

LAUNDRY STARCH.

Argo, gloss, 24 5c. pkgs	.92
Kingsford's, Pure, 3-lb. cartons	.06¾
" Silver Gloss, 40 1-lb. pkgs	.07½
" " 12 6-lb. boxes	.08¼
Duryea's, Superior, 3-lb. cartons	.06¾
" Satin Gloss, 1-lb. pkgs	.07½
" " 12 6-lb. boxes	.08¼
" Superior B, bulk, 40 lbs	.03¾
Best Gloss, bulk, 50 lbs	.03
Niagara, Laundry, 50 lbs., bulk	.03¼
" 48 1-lb. pkgs	.05¼
" 16 3-lb. cartons	.05¼
" 6-lb. boxes	.06¼
Celluloid, 64 10c. pkgs	5.00
" 64 5c. pkgs	2.50
Elastic, 64 10c. pkgs	4.80
" 64 5c. pkgs	2.40
Ivory, 72 10c. pkgs	5.00
" 36 10c. pkgs	2.50
" 72 5c. pkgs	2.50

STOVE POLISH.

	Per gross
Enameline Paste, small, ¼ gross	4.50
" large, ¼ gross	7.20
" Liquid, large, ¼ gross	7.50
Mason's Challenge Paste, boxes, ¼ gross	5.00
Electric Paste, ½-gross boxes	4.50
Rising Sun per gross	8.00

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Sun Paste, 5c. size	4.50
" 10c. size	7.20
X-Ray Stove Polish—	
Small per gross	5.00
Large "	9.00
Packed ½ doz. free in each ¼ gross box	
Vulcanol—	Per gross
5c. size	5.00
10c. size	9.00

SUNDRIES.

Bird Food—	
Rosenstein, 40 pkgs per pkg.	.07½
Weikel's, 24 pkgs per doz.	.90
Bird Gravel—	
Red, 36 pkgs per doz.	1.05
Silver, 36 pkgs "	1.05
Bath Brick, 25 bricks per box	.77½
Toothpicks, Eureka, 100 boxes per case	1.80
" Saginaw, 3 doz per doz.	.35
David's Liquid Glue "	.90
" Mucilage "	.75
" Cone General Mucilage, 2 oz., 1 doz "	.30
Le Page's Glue, bottle "	.80
" tube "	.80
Royal Glue, 3 doz "	.80

Steel Carpet Tacks—	Per doz.
8 oz., 100 count	.08½
10 oz., "	.12
12 oz., "	.14
Wooden keg, ½-gross case, assorted, 6, 8, 10s per case	.92½

Matting Tacks—	Per doz
No. 11, blued	.10
No. 11, "	.08
Fly Paper—	
Sticky 10 cartons	2.35
Tanglefoot 10 cartons	2.70
Fly Ribbon, Tanglefoot, 2 doz per doz.	.40
Poison 1 doz. sheets	.20
I-X-L Poison 50 envelopes	.60
Wire Fly Swatters, leather bound per gross	4.15
Wax, white and yellow per lb.	.25

ROPE, TIE YARN, ETC.

Clothes Lines—	Per doz.
Cotton, 50 feet	.90
" 60 feet	1.10
" 75 feet	1.35
" 90 feet	1.50
" 100 feet	1.70
Coils and spools per lb.	.10
Jute—	Per lb.
Coils or spools	.08
Tie Yarn—	Per lb.
5-lb. bales	.19½
Colored assortment	.28
Cones	.19½

SYRUP AND MOLASSES.

All Molasses in ½ bbls. 3c. per gal. additional

Porto Rico—	
Fancy, A. & Co	.40
Choice	.28
Special	.22
New Crop New Orleans—	
Apollo	.45
Bertha	.39
Cora	.33
River Front	.36
Mixed New Orleans—	
Fancy, No. 29	.30
Extra choice, No. 3	.26

Glucose.

Best, for confectionery per cwt.	2.65

HONEY.

	Per doz.
Selser's, small bottles, 2 doz	.95
" medium bottles, 2 doz	1.35
Choice Victoria, large bottles, 2 doz	2.15
" medium bottles, 2 doz	1.40
" small bottles, 2 doz	.90

REFINED MOLASSES AND SYRUPS.

Jockey Club, Mason quart jars—	Per doz.
4 doz. in bbl	.95
1 doz. in case	.95
Lyle's, Imported, No. 2, cans, 2 doz	2.40
Banner, in jars, compound	.90
Family Corn and Cane—	Per case
No. 2, 2 doz	1.78
No. 2½, 2 doz	2.32

Karo, cane flavor,	Per case
24 2 lb	1.90
" " 24 2½ lb	2.30
" " 12 5 lb	2.25
" " 6 10 lb	2.15
" crystal white, 48 1½ lb	3.50
" " 24 1½ lb	1.75
" " 24 2 lb	2.15
" " 24 2½ lb	2.65
" " 12 5 lb	2.60
" " 6 10 lb	2.50
Lassies, 24 2 lb	2.00
Mary Jane, 24 2 lb	2.15

Duff's—	Per doz.
No. 2½, screw cap, 2 doz	1.80
10c. size, 4 doz	.87½
Nuorlyn—	Per doz.
No. 2, 2 doz	1.10
No. 2½, 2 doz	1.62
Perfection—	Per doz.
No. 2, 2 doz	.90
No. 2½, 2 doz	1.25
Stromeyer's—	
Penn Mar Table Syrup, 1s	1.15
" " 2s	1.90
" " cups	1.25
Turkey, No. 2, 2 doz per doz.	.80

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MAPLE SYRUP.

Old Colony, large, 1 doz	2.35
" medium, 2 doz	1.45
Golden Tree, large, 1 doz	2.40
" medium, 2 doz	1.50

WOOD AND WILLOW WARE.

Brooms.

No.	Per doz.
6, R. P., fancy	2.75
7, " "	3.25
6, Household	2.75
7, "	3.00
6, Monogram	3.25
7, "	3.60
Daisy Parlor	3.30

Washboards.

Single Zinc—	Per doz.
No. 100, Northern Queen, Protector	3.70
No. 101, Tidal Wave	2.90
No. 123, Seal Globe	2.75
No. 126, Ruby	2.60
Double Zinc—	Per doz.
No. 56, Red Cross Swing, Protector	4.30
No. 80, Double Seal Globe, Protector	3.90
No. 85, Double Stag, Wide Head	3.65
No. 687, Double Leader Swing, Protector	3.55

Buckets.

	Per doz.
Painted, 2 hoops, flat	1.70
" 3 hoops, flat	1.80
Galvanized, 10 qt	1.60
" 12 qt	1.80
Indurated Fibre	2.40

Butter Dishes.

Wire ends, 1 lb per 1000	1.45
" 2 lb per 1000	1.85

Clothes Pins.

	Per box
5 gross	.78

BRUSHES.

Scrub Brushes.

No.	Per doz.
1, Extra fancy large grass	1.10
2, Marble	.95
3, Grass	.85
4, "	.88
5, "	.45
6, "	.95

Stove Brushes.

Wood Handles—	Per doz.
No. 34, fibre, strap handles	1.25

Shoe Brushes.

With Handles and Daubers—	Per doz.
No. 0, All Mexican fibre	.95
No. 1, Prepared fibre	1.20
No. 7, All pure bristles and full	1.85
No. 16, " " socket daub, sol. bk.	2.40

Wall Brushes.

	Per doz.
7-in. Tampico	.45
No. 8, Family	.95
No. 8, Hustler	1.10
No. 8, A	1.75
No. 10, A	2.10

Dusting Brushes.

No.	Per doz.
7X, 10c. size	.95
8, Gray, patent fibre	1.55
18, All horse hair	1.90
21, " white tipped	2.25

TOBACCOS—PLUG.

	Per lb.
Jolly Tar, 5, 10, 15 and 25 lbs	.42
Newsboy	.42
Old Honesty	.46
Piper Heidsick	.71½
Spear Head	.46
Standard Navy	.36
Toddy	.39
Vinco	.41
Town Talk	.32

SMOKING TOBACCO.

	Per gross
Duke's Mixture	6.25
Greenback	6.00
Honest	6.45
Miners' Extra, 10c. size	11.00
Pipe Smoking, 10c. size	11.00

CUT PLUG TOBACCO.

Polar Bear, 5c. size, ⅓ gross	6.00
Sensation, ⅙ gross	6.15
Wild Rose, ⅓ gross	6.15
Omega	6.15
Union Leader	6.00
Red Man, ¼ gross	0.15

YEAST CAKES.

Compressed per doz.	.18
Magic, 1½ doz. pkgs per box	.58
Yeast Foam, 1½ doz "	.58

The W. J. McCAHAN SUGAR REFINING CO.

President, W. J. McCAHAN — Treasurer, THOMAS C. McCAHAN

Secretary, W. J. McCAHAN, Jr. — Manager, JAMES M. McCAHAN

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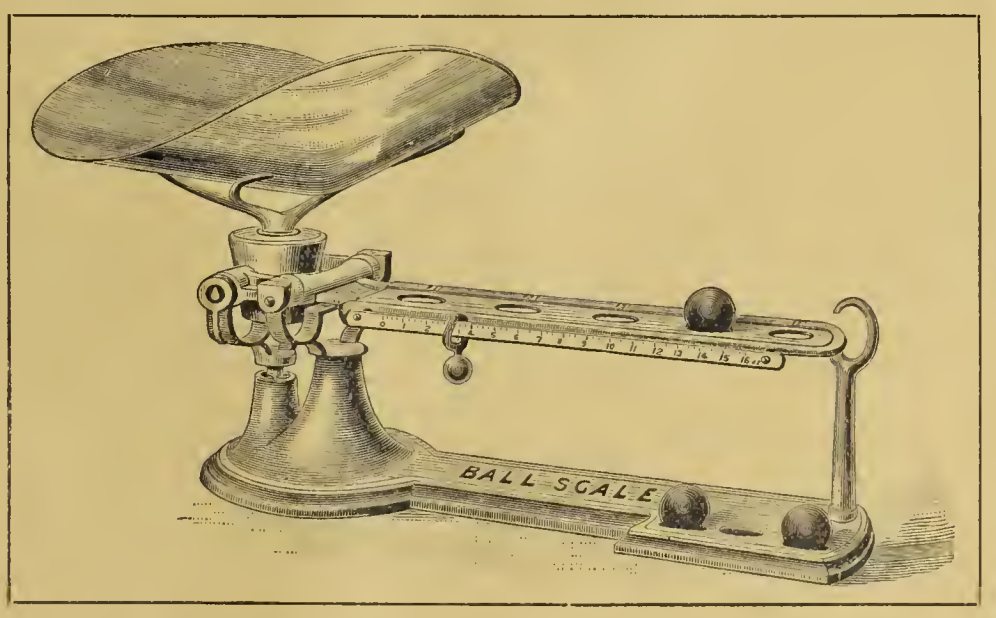

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Does away with weights absolutely. The balls are placed in the holes, thus weighing from one to fifteen pounds, with the sixteen ounces in fractions on the side beam, giving a total weighing capacity of sixteen pounds.

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ONLY NAPTHA SOAP

TANGLEFOOT

The Non-Poisonous Fly Destroyer

46 Cases of poisoning of children by fly poisons were reported in the press of 15 States from July to November, 1914

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Summer—the big Rennet selling season, and incidentally the most trying Rennet season—is about here. Are you fixing to make some money out of ***Liquid Rennet*** this year?

The Rennet to sell is the Rennet that will do its work quickest and best, the Rennet that keeps best and that pays you the best profit. In other words ***Shinn's Liquid Rennet*** is the cleanest Rennet made in all the United States.

Impatient cooks can never growl at ***Shinn's Rennet***—it makes junkets, curds and whey in two to five minutes.

So much for its work and its quality. As to your profit, it's an even hundred per cent. Are you satisfied not to sell a creditable money-making little thing like this?

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